

# SATURDAY NIGHT

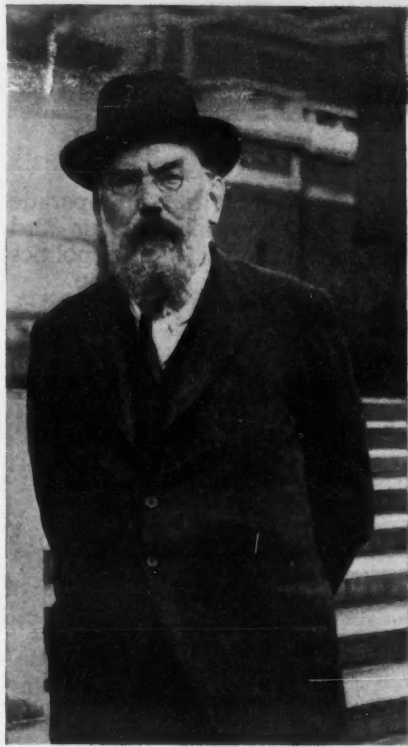
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## WILL U.S. DOMINATE CANADIAN NEWSPRINT?

The South American Band Wagon —Page 22 --- Pessimism is Business's Real Menace —Page 56



### SOME FAMOUS PERSONALITIES

The central picture shows the late Lord Birkenhead, regarded by many as the most brilliant figure in modern British politics. With him are his wife and daughters and two of his pets. At left is the famous Irish poet and agricultural economist, George Russell (A.E.) of Dublin, who is lecturing in the United States on farm problems. At right is the eminent public man and financier, Sir Robert Horne, who is widely spoken of as a possible successor to Rt. Hon. Stanley Baldwin as leader of the Conservative party in Great Britain.

### THE FRONT PAGE

During the Great War the British peoples became indurated to disasters; but among peace time catastrophes no event since the loss of the "Titanic" at sea has caused such widespread sorrow and dismay as the end of the great dirigible airship R-101. The circumstances are not unlike, for the "Titanic" was at the time the last word in nautical construction, the greatest triumph of British ship building, destroyed on her maiden voyage, just as the R-101 was the greatest air ship yet born of the inventive genius of man.

#### Disaster to Dirigible R-101

Canadian sense of the disaster involved is, of course, intensified by the fact that many of us had not so long ago an opportunity of realizing the immensity of such a machine, owing to the recent visit of her sister ship, the R-100.

Investigation will perhaps trace the causes of this catastrophe, though they may remain forever in doubt. It must not be forgotten that the brief history of dirigibles, as of all revolutionary inventions in transportation, has been marked by tragedy and momentary failure. Some readers will recall the grief of Count Zeppelin when his first airship was wrecked. There have been many similar catastrophes on a smaller scale in the United States. But it is the nature of modern man to strive onward despite defeat. The significance of the construction of the R-100 and R-101 was the desire to apply a proven means of transit to transportation on a large scale. That aim has received a terrible, but not an irretrievable, setback.

The loss to British air science of the many distinguished men who met their deaths is more grievous than the loss of the ship itself. There is necessarily widespread sorrow over the death of the British air minister, Brigadier General Baron Thomson, of Cardington, who, sharing the enthusiasm of his predecessor, Sir Samuel Hoare, had continued policies aimed at giving Great Britain supremacy in air transport. So powerful was Lord Thomson's influence with the Labor Government, of which he was a member, that whereas in the last spring's Budget expenditures for army and navy were decreased, those for air services were increased. The world's brotherhood of the air recognized in the technical experts who died with him men of surpassing aptitude, but the spirit of initiative they typified has not perished with them.

Reckoned in the terms of conventional success, the career of Lord Birkenhead, recently terminated by death at the comparatively early age of fifty-eight, was a spectacular triumph.

#### Birkenhead's Spectacular Career

He attained the highest office in the realm of law in Great Britain at an unprecedentedly early age. But it was a surprise to many, as it was probably a disappointment to himself, that, with his great gifts, he somehow or other missed the Premiership—a prize which, at one time, seemed not beyond his grasp.

That he missed that supreme prize was largely due to the defects that were inseparable from his qualities. His tongue was extremely ready and, at times, extremely rancorous, and made for him not a few enemies—and not among his opponents alone. His mode of speech was cynical, though much of this cynicism was a pose, for his heart was kind and few men of eminence have done more to "help lame dogs over stiles". He was given, too, to expressing his private opinions with rather an uncommon frankness, and, in particular, was wont to castigate what looked to him like cant, in any shape or form, with an outspoken scorn that made the worshippers of the half-bred, Respectability, writhe in their shoes and treasure animosity in their souls.

Moreover, the Conservative party in Great Britain has never taken very kindly to brilliance in its leaders. Disraeli, Randolph Churchill, Joseph Chamberlain—all these were, at one time, more or less regarded as thorns in the side of what used to be called "the stupid party". Lord Salisbury, Bonar Law, Stanley Baldwin—all able (and Lord Salisbury exceedingly so) but not precisely of coruscating brilliance—these are your safe men and, as such, understood and liked by British Conservatism. Further, when the brilliant leader happens also to be a "self-made" man, then a certain amount of distrust within the ranks of his own party is his inevitable portion. The potentates of Pall Mall could pardon Lord Balfour's genius—after all, he was "one of us"—but F. E. Smith was only "a fellow with a tongue and an aptitude for debate".

At any rate, the "tongue and aptitude for debate" did yeoman service to his party in some of its darkest days. Next to Lloyd George, he was the most picturesque platform orator in Great Britain; and, inasmuch as he was an incomparably better educated man, and possessed of a far richer political and historic background, his speeches, while quite incisive and pungent (and, at times, vituperative) as the others', contained matter of much more depth and weight.

In his chosen profession of the law, every weapon in the whole armory was his, and almost at command. The unerring eye for essentials, the fluent and forceful manner alike to judge and to jury, the retentive memory that never failed, and, above all, the solid knowledge of the law—these were the qualities that went to the equipment of one of the most spectacular and successful advocates that this generation has seen. As Lord Chancellor, he displayed a power in the seat of judgment and a grasp of profound legal principles and a determination to apply them, that will long render his occupancy of the woolsack memorable, comparatively brief though it was.

In dismissing the famous plagiarism action of Deeks vs. Wells et al., Mr. Justice Raney did well to call attention to a feature of such cases that is too often overlooked. Charges of plagiarism, usually imaginary or theoretical, are common enough in literary circles. But few stop to consider that such charges, especially when taken to court by responsible counsel involve defamation of character, apart from all the worry and expense imposed on innocent defendants. The basis of this case was an accusation that H. G. Wells' "Outline of History" first published in fortnightly parts by Sir Frank Newnes in 1920 was plagiarized in form and in certain details of fact and phrase from a manuscript "The Web", by Miss Florence Deeks, an elderly Toronto lady, which was submitted to the Macmillan Company of Canada in August, 1918, and returned to its author early in 1919.

#### Charges of Plagiarism Exploded

No evidence was offered as to how a manuscript was whisked over from Canada into the hands of an author under contract to a rival publisher, or as to how it got back again. A colossal litigation involving tens of thousands of dollars in costs finally rested on a hypothetical case of plagiarism based on certain textual similarities. The charge collapsed when Prof. Underhill of the University of Toronto, testifying for Mr. Wells, proved that the similarities were due to the fact that both Mr. Wells and Miss Deeks had lifted items from earlier books like Duruy's "History of the World", North's "Plutarch" and Green's "History of the English People".

Justice Raney called a spade a spade when he said that the pleadings involved Mr. Wells not only in charges of plagiarism but of receiving stolen goods and a peculiarly despicable form of literary piracy, and were clearly defamatory. The defamatory character of the case does not seem to have occurred to some of those who lightly supported Miss Deeks, whom the learned judge regards as the unfortunate victim of an "obsession". He was emphatic that the action should never have been pressed to trial.

Allegations of plagiarism are common in the case of nearly every literary or dramatic work which wins widespread attention. Last autumn when three English plays of distinctive interest were presented in Toronto, "Journey's End", "Bird in Hand", and "Many Waters", a lady resident of New York sent to the editor of this publication a lengthy and fantastic document to show that all three though by different authors had been plagiarized from unacted plays by herself. Subsequently she entered an action in New York with regard to "Journey's End". The most remarkable case on record was the judgment of an Illinois court that Edmond Rostand stole "Cyrano de Bergerac" from a play by a Chicago real estate agent who had never been across the Atlantic. Really serious plagiarism in connection with an important work has never yet been established, but such actions are constantly being initiated. It was high time that some judge should deal with the subject in the drastic and realistic language used by Justice Raney.

A lively controversy which has arisen in Toronto between two rival emporiums of swift salvation, Jarvis St. Baptist Church and the Toronto Gospel Tabernacle, (formerly Bond St. Congregational Church), draws attention to the fancy names which modern soul-winners adopt to help along the good work. A few summers ago the dog days were enlivened by the discourse of a "Texas Tornado" who came as guest preacher to the tabernacle of Rev. T. T. Shields, but alas, reckless handling of the gun he kept to defend himself against sinners, led to his eclipse.

Lately a Mr. Kellogg, who styles himself the "Cowboy Evangelist", has been holding forth at the Bond St. establishment and has been denounced by Dr. Shields as a charlatan, who makes unfounded claims of power as a divine healer. The tendency

#### Winning Souls With Fancy Names

to picturesque nomenclature in connection with soul-winning is evidenced by the fact that the alleged source of Dr. Shields' accusations is Rev. Mark A. Matthews, of Seattle, alias the "Lone Pine of the Prairies". He must indeed be a lonesome figure for pines are very scarce on the prairies.

It is not often that we find ourselves in agreement with Dr. Shields, but when he says that divine healing in connection with evangelism is apt to lead to imposture, he seems to be talking good sense. But it is sad to find so many dissensions among pulpites. Since evangelists commenced borrowing names from the old fashioned dime novels, religious decorum does not seem to have improved.

The annual appeal of the Federation for Community Service again commends itself to the generosity and good will of the Toronto public. Certain benevolences such as those of the Roman Catholic, Jewish, the Red Cross and Poppy Fund charities are taken care of by individual appeals, but there remains a large number of unclassified agencies which minister to the poor in a great variety of ways. These are dealt with by the Federation. All told there are 34 such agencies which look to this source for maintenance. They render service to the aged, the sick, neglected children, unmarried mothers, juvenile delinquents, and indigent families. These agencies also provide recreational and civilizing facilities in crowded civic areas, operate Fresh Air camps and provide day time care for the children of mothers compelled to work.

At the present time the unemployment situation (which cannot be remedied in one fell swoop) has increased the needs of the Federation. There are not only many homes in which earning power falls short of actual wants, but unemployment among families helped rose from 21.5% in the first six months of 1928 to 43.2% in the same period of 1930. Expenditures for urgent relief in family welfare agencies have increased in two years slightly more than 50%. These figures speak for themselves.

For several years, the Montreal Motorists' League and other organizations, have been campaigning against that annoying survival of pioneer conditions, the toll bridge. But it appears that its efforts for free bridges in Quebec will not be crowned with success yet awhile. For Premier Taschereau this summer made it clear, with asperity, that the Quebec Government intends to grant no relief in the matter.

The Premier revived the time-worn arguments that are supposed to justify these exasperating imposts. He laid great stress on the fact that the construction and maintenance of the bridges entail a heavy expense on the taxpayers. Doubtless they do, but the same is true of other parts of Canada where bridges exist, but which have not found it necessary to penalize the traveller who must perforce use them. Mr. Taschereau is accustomed to lay considerable stress on the value of the tourist "industry". A little reflection might, one thinks, suggest to him that toll exactions are not a little of a handicap to that industry, and that, while of large proportions, it might flourish still more vigorously, were these abolished. Anyhow, a contented tourist is likely to prove a better customer than is one who feels naturally disgruntled at being compelled to "come across" so frequently, just for the privilege of continuing his tour.

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#### Pioneer Survival Should Go

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## THE FALL MANOUVRES OF THE GERMAN ARMY AT ROMHILD



Left, German cavalry galloping past President Von Hindenburg during the great military parade which was carried out under the command of General Heye.



Centre, President Von Hindenburg, who reviewed the parade of German troops. On October 2nd he celebrated his 83rd birthday. The recent turnover in Germany's internal politics has made the aged statesman's burden a heavy one.

## THE SOUTH AMERICAN BAND WAGON

Eye witness account of the Argentina Revolution—Scenes like those of risings in Mediaeval Italy—Irigoyen and his Bootblack friend

By P. W. Cook

BUENOS AYRES, Sept. 15.

HE LIVED above a Singer sewing-machine shop and his closest friend was a bootblack. Thus may be summed up—in a sentence more fitting as the tabloid epitaph of some erratic bohemian of the Left Bank,—the strange personal idiosyncrasies of Hipolito Irigoyen, *deus ex machina* of Radicalism, twice president of Argentina and today the despised and rejected of that great republic.

Two years ago Irigoyen was returned to power by an immense majority, a political god made in their own image by a socialist electorate: a week ago in bitterness of spirit he set out to draft a message of recrimination—".....attacked in an unconceivable and repugnant manner—libellous statements to smirch reputation and foul blackmailing are the arms used against us.....libels—anathema—usurper." The document, found in manuscript at his private house, then becomes incoherent. To such puerile fulmination was reduced the man who in 1928 enjoyed a popularity rarely experienced by the most favoured of politicians. A few hours after writing it he fled from the just wrath of his countrymen. Friendless, he found a considerate enemy. The Provisional Government gave him asylum on the warship *Belgrano*; the bootblack they arrested.

Irigoyen's first term, from 1916 to 1922 was unremarkable except for the interlude of the "semana trágica" when labour riots cost the lives of many hundreds in Buenos Aires. But it was that six years of office which sealed the triumph of radicalism in Argentine politics. Irigoyen's successor, the genial Alvear, suave, courteous, well travelled and well read, lent a cachet of gentlemanliness to the radical party. Slackness is perhaps the word of criticism most pertinent to his regime. Irigoyen's staggering triumph in 1928 indicated only too clearly that the radicals were not too pleased with leadership which savoured of good breeding. They craved action, a people's government for the people. Irigoyen had undoubtedly political genius; he was (or had been) ostensibly anti-capitalistic; his name had become a symbol for all his party, at that time, conceived to be the political destiny of Argentina. He was elected practically by acclamation and with no more effort on his own part than that of signing his name to the acceptance of nomination. The possible consequences of putting in so strong a position a radical "caudillo" nearly eighty years of age was not considered by the electorate; conservative opposition was smothered.

Irigoyen took office in the full intention of making himself virtually, if not nominally, the dictator of the republic. For socialism he substituted a narrow and utterly scurrilous bureaucracy. A less "popular" administration could scarcely be conceived. Irigoyen and two ministers (with, ex officio, his shoeshining friend) said in effect, "L'etat, c'est nous autres." The rest of his cabinet found themselves ignored or frustrated. A radical bloque dominated the lower house and skillful chess playing by a government minority in the Senate effectively held that body in check. Three provinces hostile to his administration were "intervened" which means disenfranchised and administered from Buenos Aires. Half the Civil Service was sacked to be replaced by radical adherents. Irigoyen refused to concern himself with signing applications for business license, salary sheets or Treasury sanctions of payments to government creditors. No one could collect and no respectable law firm could approach a ministry except by paying an intermediary who in turn paid some official or officials concerned for the privilege of claiming justice. Without technical advice, he closed the Bank of Conversion thereby abandoning the gold standard. Exchange, already weakened bobbed up and down like a cork, but always on an ebbing tide. Government disappeared; radicalism became "personalism", and personalism was represented by Irigoyen, his foreign minister Oyhanarte, and his minister of the Interior Elpidio Gonzalez. A disillusioned people, sup-

ported by an unanimous press, raged in protest, but the Pink House held out. And so, in the early months of this year Argentina was brought to a state of economic and moral depression unprecedented in thirty years. Then, in March, came the general elections.

THE campaign which preceded these elections was so fantastic in its virulence as to be inconceivable to Anglo-Saxons. At all costs the Triumvirate intended to hold a majority among the deputies. An anti-government meeting in the Plaza Once was fired upon by the police and several persons killed. A similar incident occurred at Constitución station. Dr. Washington Lencinas, an anti-personalist politician of the Province of Mendoza was murdered by a volley of revolver shots as he addressed his supporters from a balcony. The barrister of the same political group was butchered in his own study. A conservative meeting on the town square of Lincoln, in the province of Buenos Aires, was fired upon from all sides, there being excellent reason to believe that the provincial police were among those who organized the ambush. Political murders, singly or in groups, succeeded each other until they became scarcely the interest of a day or an hour. Immediately before the elections, voters in the provinces known to be hostile to Irigoyen found themselves assaulted in the open street and their franchise cards taken from them. Manipulation of the ballots themselves was so flag-

rant that in one case to save their own face the triumvirate had to concede a re-election—a return of thousands of personalist votes against about fifteen *contra* indicated an excess of zeal on the part of the scrutineers. For the purpose of this terrorism the Pink House did not scruple to take advantage of the Klan Radical, a political body which may only be described as a murder squad made up of the immoderates of the party, professional gunmen and the general scum of Argentina socialism. Such drastic methods were inevitably effective. Irigoyen held his majority, reduced but effective.

The next four months saw matters go from bad to worse. In Argentina there was neither faith nor charity, and very little hope. Exchange sagged to a new low; trading became listless and banking a series of compromises. Foreign and national confidence was shaken and a great nation found itself shamed and humiliated by an obstinate old Basque who in his vanity conceived himself to be omniscient and by a pair of the most disreputable opportunists that ever paid for power by sacking the resources of their country. No such situation could last.

Few persons foresaw open revolution, but to many the desperate recourse of assassination seemed a tragic possibility. As it now turns out the revolution had been planned for months. Whether General Uriburu instigated it or whether he was called upon by what is now the Provisional Government is not known. But it is certain that the staff

work was begun so far back as June. The facts can be recounted in few words.

Palermo Park is spacious and well watered, the playground of countless children and the trysting place of countless nursemaids. It also serves excellently for the deployment of troops, so that the appearance of three battalions in bivouac on September 4th, seemed perfectly logical. For days past the Triumvirate had been nervous. Police patrols were doubled, troops appeared on the streets, machine gun guards were mounted at the Pink House. But the battalions stood to in Palermo because of the minister of War's resignation. In a letter soldierly alike in its bluntness and disregard for grammar, he thanked His Excellency for having visited him on his sick bed, but stated that he was tired of intrigue, of promoting dead colonels to the rank of major general in the interests of their widows, of leapfrogging radical subalterns over competent non-political captains, and of being treated like an irresponsible junior. His resignation was the signal;—the war was on. During the afternoon of the fourth some thousands of University students fought a pitched battle in Plaza Mayo with the mounted police, several being killed on both sides. Late that night Irigoyen turned over the mandate to a very nervous vice-president,—his last card in placating public opinion. On the morning of the sixth military aeroplanes dropped leaflets over the city assuring the public of the imminent support of the army. During the day General Uriburu marched his army from Campo Mayo, the Argentine Aldershot, to the city. The Military College Cadets, right of the line, forgetting in their youthful enthusiasm that an army takes its pace from its slowest units, reached the centre of the city many minutes before the rest of the column. They halted near the Capitol, to be met with a rain of machine gun bullets from that building and from the upper stories of the "confiteria" known as "El Molino". Supposedly the work of the Klan Radical, this cowardly ambush was soon avenged. "El Molino" was sacked and burnt from cellar to roof and the nearby windows of the Capitol riddled with revolver bullets. Several cadets and many of the crowd were killed or wounded. At 5 p.m. the white flag was hoisted on the Pink House. The provisional government, amid the wildest enthusiasm, assumed power. The mounted police or "Cossacks", last and most ruthless of Irigoyen's supporters, fled to safety, the streets were patrolled by Uriburu's troops and Buenos Aires proceeded to get gloriously and unequally tight on beer and exultation.

THE crowd gutted the offices of the two Irigoyenist newspapers "Epoca" and "La Calle". And then proceeded to Calle Brazil to sack the Ex-President's very modest flat over the Singer sewing-machine agency. Out of respect for the sewing machines they did not burn the last, contenting themselves with making a bonfire of all Irigoyen's personal belongings. The house of Sciaratto the bootblack, in the same street, was also sacked and in it were found four machine guns, the property of the state, and a system of subterranean passages which had disguised the entrance and egress of members of the Klan. On the night of Monday the eighth, after the members of the new government had taken oath and nervous excitement was at its height, promiscuous shooting by Irigoyenist supporters provoked a veritable battle between the troops in charge of the general post office and those guarding the Pink House, each imagining the others to be counter-revolutionary. Artillery and machine guns came into action across the Paseo Colon and there were many casualties. Excited crowds, in delirious support of the Provisional Government, raided practically all the gunsmiths shops in Buenos Aires and offered their services to the first officer they could find. The 77's in Plaza Mayo opened on the destroyers moored in the harbour in the mistaken belief that the navy had turned Irigoyenist. Not until midnight was order restored, but since then all has been quiet on the Argentine front.

Irigoyen fled to La Plata and gave himself up to the army. Elpidio Gonzalez hid for a few days but was soon caught. Oyhanarte and the chief of Detectives fled to Uruguay, the latter leaving a hundred thousand pesos in the drawer of his desk and eleven motor cars in his garage. Martial law was declared and looters shot without trial. In the next few days scores of officials, police inspectors and members of the Klan were arrested and the Cossacks disbanded. Astonishingly quickly the city resumed its normal routine. But there has been a sea change.

Depression has given place to high confidence. The excited enthusiasm of success can be discounted, but there remains a conviction in the minds not only of the multitude but of the Banks, Chambers of Commerce and foreign

(Continued on Page 31)



### MEDITERRANEAN DISARMAMENT

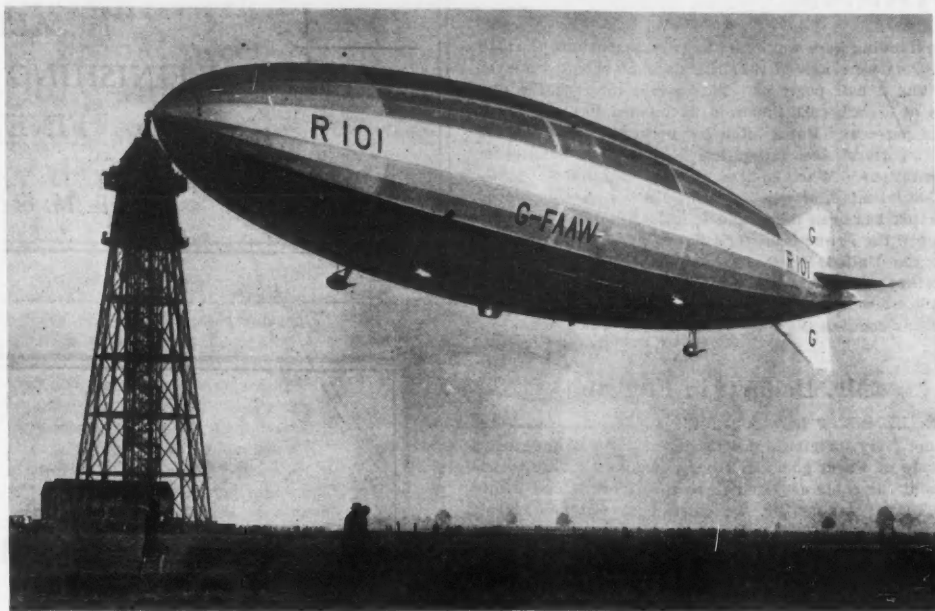


Naval Disarmament on the Mediterranean Sea on which the Five-Power Conference failed to reach an agreement last Spring owing to differences between France and Italy has lately been under discussion between these two powers with a prospect of good results. At the upper left hand corner is Signor Grandi, Mussolini's Minister of Foreign Affairs, who demands fuller recognition for his country. In the centre is M. Aristide Briand, France's Minister of Foreign Affairs, and at the lower right hand corner is Rt. Hon. Arthur Henderson, Britain's Secretary for Foreign Affairs, who is eager for good understanding owing to the Empire's vast interests in the Mediterranean.

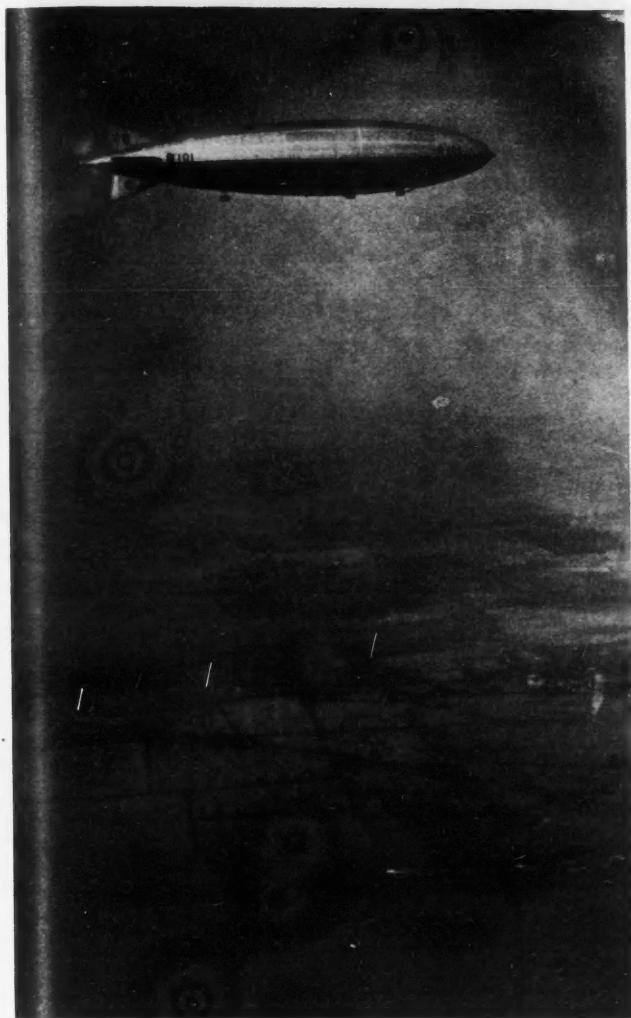


# AN EMPIRE TRAGEDY—THE ILL-FATED R-101

The entire civilized world was shocked with the news that the R-101, largest dirigible in the world and sister-ship of the R-100 which made a successful flight to Canada during the summer, had crashed in the fields of Allone, France, after 2 A.M., Oct. 5, on its way to India. Forty-eight were killed, with eight survivors. The cause of the disaster is not clear, other than that the airship was apparently incapable at the time of making height. The fact that the ship had recently been enlarged leads some experts to believe that structural faults were the primary cause.

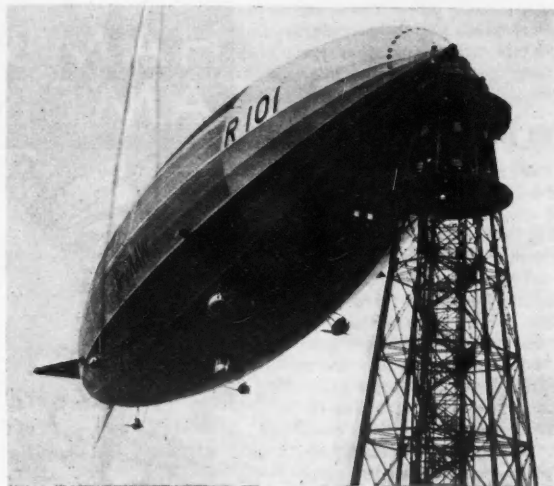
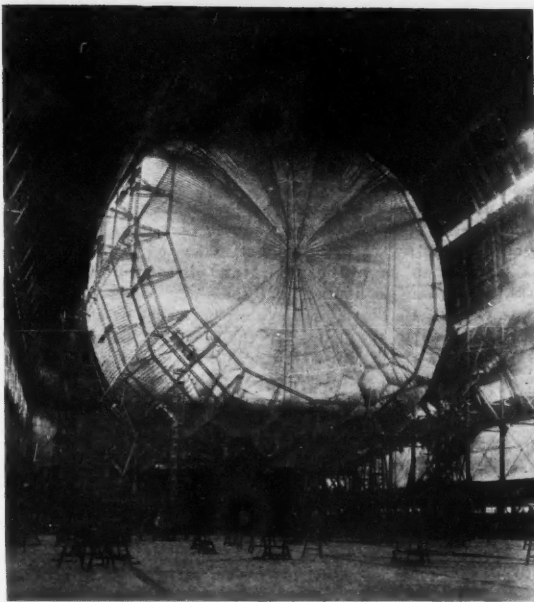


The R-101, as she appeared moored to the mast at Cardington, Bedford, England.



The R-101 passing over the countryside near Nottingham on a trial flight.

General view of the R-101 in its hangar during construction. The illustration gives an idea of the vast size of the hydrogen-containing ballonets.



Another view of the R-101 at her mooring mast at Cardington, Bedford.



Lord Thomson, Secretary for Air in the British Labor Cabinet, who was killed.



Major G. H. Scott, Assistant Director of Airship Development for Great Britain, who was killed. Major Scott was a member of the party who visited Canada in the R-100 last midsummer.



Sir Sefton Brancker, Director of Civil Aviation and Assistant Air Marshal of Great Britain, lost in the disaster.



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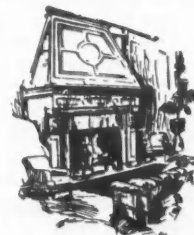
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# NATIONAL AFFAIRS

By E. C. BUCHANAN

## The Minister of Unemployment

CRITICISM that was voiced because the Minister of Labor was not a member of the House of Commons has been pretty well answered by the effective manner in which Hon. Gideon Robertson is handling the unemployment situation and administering the twenty million dollar relief fund. Senator Robertson is proving himself to be a real Minister of Unemployment. At the time of writing, every provincial representative who has been to Ottawa to arrange for the participation of his province in the federal aid has gone away highly satisfied with his treatment and deeply impressed with the business-like manner in which the Minister of Labor is administering the relief fund and otherwise dealing with the unemployment situation. Senator Robertson is in full charge of the task. It has been with him that the provinces have made their agreements, and it has been on his recommendations that the necessary orders-in-council have been passed. He is handling the job smoothly, efficiently, and with a degree of vision. He will not be in the House of Commons to answer questions on his administration when parliament meets again, but it looks as if his work would just about speak for itself.

By the manner in which the relief appropriation is being administered, the twenty millions have been multiplied by four or five. It is being disbursed in a way that is ensuring the expenditure on constructive enterprise within the next twelve months of between eighty and ninety millions. The employment that this vast expenditure will provide, and that which is anticipated from the expansion in industry in consequence of the emergency tariff revision, will pretty well take care of Canada's emergency unemployment problem. The bulk of the 117,000 which were estimated to be out of work will be employed.

Here is how the twenty millions is being disbursed: Four millions set aside for direct relief for those for whom employment cannot be provided, to be distributed through the provinces and municipalities with the requirement that each put up dollar for dollar of federal money; one million as a forty per cent. contribution to the cost of work on the elimination of level crossings; one and a half million to pay interest for fifteen months on a twenty-one million advance railway construction programme; the balance of eight millions on other outlays; the remaining twelve millions on contribution to provincial and municipal works, distributed through the provincial governments. In the division among the provinces, population is not the determining factor, but need.

## Construction Allotments

In connection with the contribution for municipal works, where the municipalities can afford it they are required to pay half the cost, the Dominion and the province paying a quarter each. Where the municipalities can show they are unable to take advantage of the assistance on those terms, they are let off with twenty per cent. of the cost, the Dominion and the province dividing the balance equally. Where provinces undertake highway construction, outside of the national highway scheme, the Dominion contributes forty per cent. of the cost. In the case of the national transcontinental highway project, work to bring existing provincial highways up to the standard set by Ottawa to incorporate them in the national highway, or to construct new highway for the same purpose, will be paid for on a "fifty-fifty" basis by the Dominion and the provinces. Provincial sections of the national highway are required to conform to uniform standards.

Perhaps the best stroke of business done by the government in the expenditure of the relief fund was the bargain with the railway companies for the advancement of their construction programme. For the contribution of one and a half million, the government secures the carrying out within a year of railway work to the extent of twenty-one millions. Its contribution is to pay the interest on the capital cost for fifteen months. The railways had intended to stretch the work over three or four years. Senator Robertson figures that through this phase of the employment scheme, work will be provided this winter for ten thousand men and two thousand teams—the latter a considerable factor in the West. It entails orders to Canadian steel mills for 350 miles of steel rails, a big thing for the steel communities. The benefit works back to the coal mines, four tons of coal being consumed in the manufacture of one ton of rails.

Western farmers share in the relief. The agreement with Manitoba provides for the defraying by the Dominion and the province of the cost of transporting livestock from Winnipeg yards to be conditioned on farms having surplus feed. This is calculated to assist both the farmers who had no crops and therefore nothing with which to maintain their livestock and those with unsaleable stocks of grain and hay.

The entire relief programme, it will be seen, is constructive. In addition to taking care of the acute unemployment conditions, it is designed to immeasurably improve and extend the facilities of everyday life in Canada. It is not a cure for unemployment; it is, as Mr. Bennett has said, a palliative; but its benefits will not cease with the passing of the emergency condition of unemployment.

## The Automobile Tariff

THE public hearings of the old Advisory Tariff Board revealed how difficult it is to please everybody or to be fair to all interests in the disposal of tariff questions. The conflict of interests before the board has its echo now in connection with the proposal to increase the protection against United States automobiles. Away back in January the automobile manufacturers urged a change in the application of the customs duties on automobiles. The duties are levied on the wholesale prices, which are list prices less discounts of from twenty to thirty per cent. The manufacturers requested that a fixed discount from list prices be established to set up values for duty. The proposal was renewed on the eve of the dissolution of the last parliament and was receiving consideration at the hands of the late administration, but the conclusion evidently was reached that it would be dangerous politically to give additional protection on motor cars with an election campaign on. The manufacturers renewed their case after the change of government and the new administration was sympathetic. In the bill of amendments to the Customs Act one section specially provides for the fixing of values for duty by the establishment of a discount from list prices on imported commodities. The

understanding here was that the government and the manufacturers were agreed that the discount should be seven and a half per cent. This would increase the duty value of certain cars imported in finished form by nearly fifteen per cent. But a hitch has occurred. The Automobile Importers' Association has been making counter representations. Whether that is what has influenced the ministerial mind, or whether other factors have developed, no action has been taken and it looks as if it were deferred until the Prime Minister's return at any rate. Reports from the United States have indicated that some three important manufacturers who have no establishments in Canada were ready to come over and put up assembly plants as soon as the duty value change was made.

## Mr. Bennett in England

MR. BENNETT burst upon the Old Country with the not very original announcement: "I bring you a message of warm goodwill from Canadians". One looked twice at the cable despatch to be sure there wasn't a mistake, that it was not Mr. Mackenzie King who had arrived at Southampton. The late Prime Minister made a practice of scattering words of goodwill whenever he was at a loss for other words. One might have thought Mr. Bennett would have had something more meaningful to say to the people of Great Britain as he stepped on their shore, if he felt it necessary to say anything. Goodwill is all right in its place, and certainly a proper place for it is in the relations between Canada and the Mother Country, but couldn't it be safely taken for granted once in a while? Why should it be thought necessary to assert it so much? There would seem almost to be an inference that the people of Britain doubt our goodwill toward them.

Mr. Bennett is inclined to speak in a rather large and not very meaningful manner when he is not much interested in what he is saying but feels he should say something. And such an occasion would be a request for a newspaper interview on his arrival in England. He seldom seems to be very much interested in what he says when newspaper men ask him to talk for publication. He is not at all press-conscious or press-minded. He appears to know little about newspapers and to care less. While he no doubt is aware that the proceedings of parliament and information on public affairs are chronicled in the press, he appears to assume that the thing comes about automatically. He doesn't seem to consider that he stands in any relation to the press. In the House of Commons he is oblivious of the Press Gallery. He doesn't speak to or for the public but with his fellow members of the House, generally merely with those across the floor who are questioning. When he is confronted with the press and decides that he should say something, as was the case on his landing at Southampton, the press might almost as well be somewhere else for all it will get out of what he says. It is when he isn't thinking of the newspapers that he provides good copy. Thus, significant statements in his speech at the opening of the Imperial Conference as to proposals he would later place before it. He wasn't talking to the newspapers then, as he was at Southampton, nor to the public, but only to those engaged in the same undertaking as himself. That may account for the fact that those most significant parts of his speech only reached Canada in supplementary reports a day or so after the original reports of his performance. Those extracts were the real news of his speech, but he probably delivered them in such a conversational tone that the correspondents did not get them.

## Conversion Will Be Difficult

Previously in these columns I have suggested that, difficult as is the task before the Economic Conference of finding a basis of effective co-operation for any considerable promotion of Empire trade, especially in view of the hostility of Mr. Snowden and others of the MacDonald Government to anything in the way of tariffs, Mr. Bennett would take to London definite proposals for a trade arrangement. That anticipation is confirmed in the passages from his initial conference speech to which I have just alluded. He spoke of "my considered views as to that scheme of co-operation which holds the surest promise of real and lasting advantage to all the states of the Empire", and said that "at the appropriate state in these proceedings" he would "offer them to the conference". So he went to London and entered the conference quite as he took over the premiership and faced parliament—with defined and matured proposals and plans as to what should be done to achieve the purpose sought. He did not seek election merely to become Prime Minister, but in order to carry out certain plans for the betterment of Canada. He had parliament meet and those of his plans that were capable of immediate application have been carried out. Similarly, he did not go to London just to attend the Conference, to be guided by the course of developments, but with practical proposals to present for the accomplishment of the end in view. It may be that he has made allowance in his proposals for the difficult attitude of the present British government on fiscal matters. It would seem hardly likely that he would hope to be able to convert it from that attitude. But even should he fail to achieve his purpose now, his endeavor is not likely to be wasted, for he will have helped to open the way to practical trade bargaining against the time when the change of government comes in the Old Country.

## A Tariff Inquiry Mission

Mr. Ryckman, Minister of Revenue and acting Minister of Finance, is in the West at the head of a sort of roving tariff investigating expedition. He has with him Commissioner of Customs R. W. Breadner and Commissioner of Tariffs Hector McKinnon. The purpose of the expedition is to secure first hand information on business, industrial and other economic conditions in the West which will be required in the general tariff revision promised by the Prime Minister for the first regular session of parliament. The expedition is proceeding altogether informally. It is "just nosing about" and "seeing for itself".

A Walthamstow woman has written to *The Daily Express* to say she has had four burglaries since Christmas. We can only think that this being their busy season burglars couldn't call any offener.—*Punch*.

It seems that some motorists make a practice of running down rabbits on country roads at night. No surprise is felt that they have found pedestrians too easy.—*Punch*.

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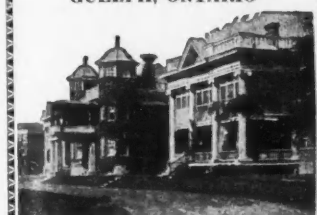
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# Follower of Arctic Trails

Major L. T. Burwash,  
discoverer of Franklin re-  
lics is one long familiar  
with midnight suns and  
midday darkness

By G. M. Acheson

A MINING engineer in the Yukon gold fields; assistant  
to the Gold Commissioner for the Dominion Govern-  
ment during the Klondyke rush sixteen years of life in the  
Arctic, with only occasional trips "out", before the war;  
an engineer attached to the Air Force for aerodrome con-  
struction during the war and for a year after; and since  
that time after six expeditions into the Farthest North  
for the Canadian government, culminating in his recent  
sensational air flight in search of Franklin relics—yet  
Major L. T. Burwash, M.E., F.R.G.S., "never had an ad-  
venture in his life".

"An adventure, to my mind", he explains, "is some-  
thing that happens which has not been planned for; some  
emergency upon which one has not counted. In my experi-  
ence everything has worked out as anticipated.

"Of course, in making Northern expeditions nothing is  
left to chance. One must have complete plans made before-  
hand in case of trouble; must know just what to do in  
any conceivable emergency, and then it is a case, simply,  
of fast thinking. In my case nothing ever did turn up  
for which we had not a plan prepared in advance.

"Naturally, one must be on the watch, always, and be  
quick to make decisions. If, for instance, one sees the ice  
forming in a certain direction about the ship there is only  
one thing to do; get the ship out of it at once, and into  
some less dangerous spot—otherwise there soon would be  
no ship. But that, as I say, is only quick thinking."

Should one persist. "But you must have had many  
thrilling experiences in all these years, Major Burwash?"  
the reply is similar.

"Well I do not remember any which were thrilling at  
the time. It was a case always of only one thing to do,  
and one did it and did not think about it. Perhaps the



L. T. BURWASH

This recent publicity has not been of his making, and  
it was quite a shock to the unassuming Northerner on  
coming "out" to find that the newspaper world and the  
public in general had made him the hero of the hour. In  
fact, with characteristic modesty he disclaims credit for  
the success of the flight. "Of course, I knew where to go,  
but it was Gilbert and Knight who had the real work in  
getting us there. Indeed, a newspaper asked Mr. Gilbert  
to write a story of the flight, which he left for me to O.K.  
On reading it at McMurray I found that he had noticed  
things that I had not. Gilbert is a fine flyer, and Knight  
a handsome chap—looks like a collar 'ad'—much concerned  
in getting home to his fiancée as quickly as possible.

"As to the finds, Dick Finnie had as much to do with  
them as I did. Dick is a son of Mr. Oswald Finnie of the  
department of the Interior, and we picked him up on the  
way. He was with me when we got the relics, and remain-  
ed behind in the North."

Little wonder, is it, that these men think everything  
of him, adore him?

On his two previous trips by dog team each lasting  
a year, Major Burwash had explored the territory where  
the Franklin relics were found; had seen the graves and  
roughly mapped the area, but nothing could be done in  
the way of excavation as it was winter. The only chance  
was during the short six weeks of summer, when the snow  
should have disappeared and the frost-bound ground soft-  
ened sufficiently to allow the necessary digging.

It is this short summer season which has been respon-  
sible for the excellent state of preservation of what has  
been found, for, as Major Burwash points out, in the eighty-  
three years that have passed since the camp was deserted  
these poor momentos of the heroic party—rubbish of the  
camp they were leaving—were exposed to the destructive  
agencies of climate for perhaps six weeks a year, or, say,  
ten years in all; and as what was found was found on top  
of a gravelly elevation it did not have to endure the action  
of water.

In thirty-three years in the Arctic—he went in in 1897  
—Major Burwash has had peculiar facilities for intimate  
knowledge of the Eskimo—and, although he will not ad-  
mit it—he is considered an authority on that primitive  
people, their life, language and psychology. He will admit,  
however, that he would like to travel across eastern Siberia  
and down the coast to the Japanese islands, and to study  
the natives of that northern one who are descended  
from those original inhabitants of the islands who took  
refuge there from the invasion of the ancestors of the  
present Japanese race. These people call themselves "imo"  
while the Eskimo—whose name for themselves as a race  
is "inuit" meaning "the people"—call themselves, indi-  
vidually, "emo". As Major Burwash believes the Eskimo  
to be of Mongolian origin he would like to compare these  
two peoples and to search for any relationship between  
their lives and language. Again, however, he declares, "I  
am not the proper person to do it. It should not be a  
white man, but a person, say like Rasmussen, who has a  
strain of Eskimo blood which would give him a better  
insight into their psychology."

Those who know Major Burwash, however, realize that  
no better man than himself can be found to make such  
study, and hope that in days soon to come his "dreams  
may come true".

Major Burwash is son of the late Chancellor Burwash,  
for many years head of Victoria University, then situated  
in Cobourg and later in Toronto. His home is in Ottawa  
where his wife and daughter reside. The latter, Miss  
Dorothy, has been taking a post graduate course in history  
at Oxford University.



IN MEMORY OF THE FRANKLIN PARTY  
The cenotaph at Beechey Island, Lancaster Sound, off  
the south coast of Devon Island, N.W.T.

nearest approach to a "thrill" was the flight, this time,  
over two hours of ice pack on the west coast of King  
William's Land, when one knew that no landing was  
possible, and that if anything happened to the engine in  
that two hours there would be no use "easing" down.  
One might just as well crash and be done with it. But  
nothing did happen.

"We knew beforehand"—reflectively—"that there were  
only about the two hours of the ice pack, as I had been  
there twice before the last time with dog team."

Such is the man Major Burwash, practical, resourceful,  
modest; a man of keen foresight, shrewd judgment and  
who leaves nothing to chance, but having "thought all  
around the subject" makes and carries out his plans, coolly  
and surely.



L. T. BURWASH ON HIS ARRIVAL AT OLD FORT RELIANCE FROM BATHURST INLET

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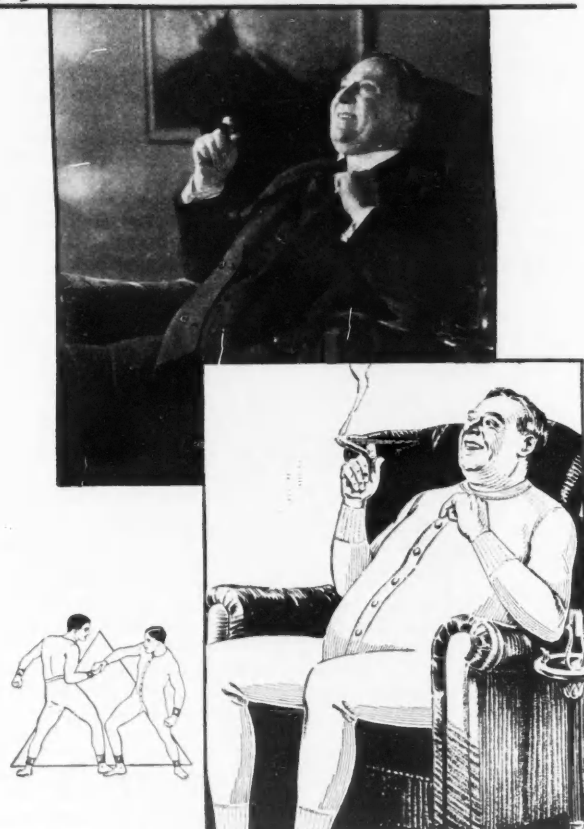
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E. L. HAMLEN, Secretary.  
Toronto, October 7th, 1930.

# AT THE THEATRE

By HAL FRANK

## Colleen Moore

COLLEEN MOORE will be remembered by devotees of the silent drama as a diminutive comedienne whose dainty grace and manners merited the pleasanter implications contained in that sadly-overworked adjective, "cute". She is the first of the old guard of filmdom who recently declared their intention of trying a hand at the legitimate drama actually to reach the stage and her vehicle, appropriately titled, "On the Loose", stopped off at the Princess Theatre, Toronto, on the first leg of what to this reviewer does not promise to be a very long journey.

Miss Moore is easy to look at and her long film training has equipped her with admirable poise and the ability to create a graceful picture at any given moment. Her weakness is her voice which is small and does not modulate well. That is not an insuperable handicap, even on the stage, and given a good play, Miss Moore should be able to give a good account of herself. But the play with which Mr. Archie Selwyn has generously provided her is, to put it in gentle language, the most brilliant example of ham writing it has been your reviewer's fortune to witness. I believe that the author, Mr. Benjamin Glazer, learned his trade in the scenario field, and whether this is true or not, it is patent that he hasn't the slightest conception of what writing for the stage means. The play, cheap, insincere, lacks anything that could be even distantly described as form or continuity.

The people he has created, with the possible exception of the keeper of the bawdy house, Senora Garrison, are people whose shallow emotionalism and inconsistent sentimentality are only too glaringly characteristic of the adolescent school of writing that has given Hollywood the reputation it deserves.

Miss Moore is handed the role of a comparatively pure inmate of a dubious cantina in Mexican California. She is persuaded by two American crooks to impersonate the niece of a dead man in order to obtain the inheritance. All goes well until she meets a rich young drunk with paranoic tendencies whom she met in the cantina. Sober, he believes she is the innocent young thing she is represented to be and falls in love with her. Shall she tell, or shall she not? And so on into the night.

## "Balacava"

BY H. W. MCNAMEE

BRITAIN will never develop a market for motion pictures in Canada until her film technique smartens up to the standard to which theatregoers in this country are accustomed. For some unaccountable reason the British have so far been unable to translate to the screen the undoubted genius they have for writing and producing plays; even the advent of the talkies does not seem to have helped them. The danger is, in fact, that unless better films come from England shortly, these productions are going to acquire a damaging reputation which will take much living down.

Along these lines, it becomes a painful duty to report on "Balacava", widely ballyhooed as a spectacle and fully equipped with sufficient patriotic and historic appeal to gain a success in any British country shown at the Royal Alexandra, Toronto, recently. And since the historic and military details have been attended to with thoroughness and exactness, it will likely be a success. But in all other respects the film falls short of the task which it set for itself. Balacava can never be a great picture.

The incidental plot is fantastic and unreasonable. Only the director can possibly account for the presence of a Scots lassie who wears Russian costume, between the lines of the opposing armies in the Crimea, and he doesn't let the audience in on the secret. Cyril McLaglen, brother of the



LILLIAN ROTH  
Screen star appearing in person at the Imperial Theatre, Toronto.



DOROTHY MACKAILL AND WALTER MERRILL  
in "The Office Wife", a film presentation at the Tivoli Theatre, Toronto.

well-known Victor, and the charming Benita Hume who visited Toronto recently with Ivor Novello, are both capable actors, but they are forced by the director to overemphasize trivialities in an astounding and cheap melodramatic fashion. It is best not to look at the picture from that point of view.

The bright side is that with the co-operation of the British War Office and under the excellent supervision of Captain Oakes-Jones, M.B.E., the military and war scenes have been beautifully and accurately transcribed to the screen. The gorgeous uniforms of officers and privates and the days of fighting when a "thin red line" stood in an open field to repel cavalry is a welcome change from the drabness and bitterness of pictures of modern conflict. How the 93rd Highlanders achieved deathless fame against the Cossacks, and—the culminating effect of the picture—the immortal charge of the Light Brigade has been done with fine regard to all possibilities. It is here that Balacava does justify itself—the exploits of gallant commanders and fearless troops are made to live again from the pages of history. These are pages which can be turned again with pride and profit.



RICHARD BARTHELMESS  
Starring the air film, "The Dawn Patrol."

Better presentation would help the film. There is neither rhyme nor reason in the colored, U.S.-made film prologue, with its songs and broad humor. It has no connection with Balacava, and its elimination would put audiences in a better frame of mind. Balacava should be allowed to stand on its own feet; its historic importance alone is sufficient to justify that.

## Film Guide

"Old English"—Another masterly portrayal by George Arliss.

"The Dawn Patrol"—"The Journey's End" of the air with Richard Barthelmess.

"Monte Carlo"—The Lubich touch and Katherine Macdonald.

"The Sea God"—An improbable but exciting tale of villainy among pearl hunters.

"Our Blushing Brides"—Joan Crawford refuses to go wrong.

"Balacava"—A British historical picture.

"Follow Thru"—A musical comedy based on golf that gets around in something over par.

## Theatre Notes

TORONTO is to be one of the first outside of New York to see Elmer Rice's thrilling drama which won last year's Pulitzer Prize and has a record run of 600 performances on Broadway. The production with its cast of 50 people will be presented by William A. Brady at the Royal Alexandra Theatre for one week commencing Oct. 20th.

A powerful blend of realism, comedy and thrills, "Street Scene" is known

from coast to coast as a play that must not be missed. Its setting is a massive brownstone front apartment house on one of New York's side streets, in which dwell families of all nationalities. In and out of the building, down and up the street go the half hundred actors who portray the various roles.

The stories of many lives are interwoven in this living tapestry. There is one of the most charming romances of modern drama in the love story of lovely, gallant young Rose and the dreamer law-student, Sam. There is one of the most exciting second acts ever staged in the drama of the unfaithful wife, Anna Maurrant. And one of the most humorous character studies of the theatre is found in the gossip Emma Jones, so blind to the faults of her own family, so devoted to her dog, Queenie. The flippant Mae Jones, the irresponsible Hildebrands who are dispossessed, the patient school-teacher, the bullying taxi-driver, policemen and pretty nursemaids who flirt with them, iceman, doctor, milkman, janitor, children on their roller skates, the Italian musician who treats the neighborhood to ice cream cones—all the busy workers of the city reveal not only the surface but the secrets of their lives.

FRED STONE will make his appearance, for the first time since his aeroplane accident two years ago, at the Princess Theatre, in his new musical extravaganza, "Ripples", for one week, beginning Monday, October 13, with matinees on Wednesday and Saturday.

Charles Dillingham is the producer of this massive production, co-starring Dorothy Stone, who was last seen in "Three Cheers", in which production Will Rogers pinch-hit for Fred Stone.

Another "Stepping Stone" to appear in "Ripples" is Paula Stone, who makes her local stage debut in this production. Toronto is promised to see a new Fred Stone with a bag full of new tricks. This master clown is always a delight to young and old, and is an institution as mighty as the circus.

The supporting company includes many notable actors: Andrew Tombes, Billy Taylor, Charles Collins, Charles Mast, Peggy Bancroft, Gertrude Clemens, Cynthia Foley, Colonel Caspar, William Kerschell, Paul Paulus, a troupe of Midgets, the Tiller dancing girls, and an ensemble of the most beautiful girls that only Charles Dillingham can provide.

Lee Tracy, who was the hoover in the play "Broadway", and has been appearing in Fox productions recently, will have the leading part in "She Got What She Wanted", a film to be directed by James Cruze. The cast of this production will include Betty Compson, Gaston Glass, Alan Hale and Dorothy Christy. The story is adapted from the play of the same title by George Roesner.

The London Times reports a new British invention known as Giant Expanding Pictures which was demonstrated recently at the Regal Theatre in London. By its use it is claimed that a 300 per cent. increase per square foot of screen can be obtained without blurring the focal image.

Following his work in "Last of the Duanees" and the announcement of his engagement for Fox's "The Sea Beneath," George O'Brien has been acquired by Fox on another contract. The actor has been with the company since 1925 and his first leading rôle was in "The Iron Horse."

The young English actress, Juliette Compton, will appear opposite William Powell in the player's next picture, "New Morals."

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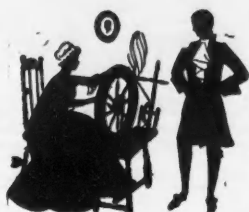
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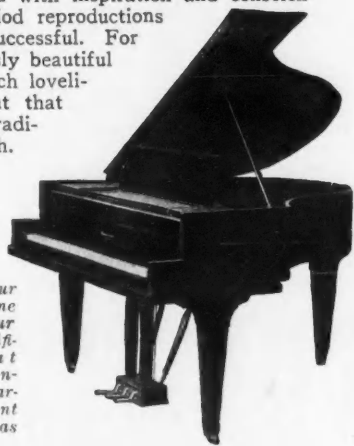
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THE Women's Musical Club of Toronto is arranging for the coming season an exceptionally interesting series of afternoon concerts, which will be held in Hart House Theatre. The first on the list is The Barrère Little Symphony from New York. This unique miniature orchestra, founded in 1914 by Georges Barrère, the world's first virtuoso of the flute, consists of fourteen musicians, who play intimate and beautiful works, ancient and of the present day, many of which are seldom heard because they are unsuited to the large orchestras. Another outstanding musical event will be the first appearance of Carlo Zecchi, the amazing young Italian pianist who makes his initial tour in North America after tremendous success in Europe and South America. He is twenty-six years old, and according to advance notices from Paris, Berlin and other musical centres, he ranks among the very first pianists of the day.

Later in the season the Lobero Trio

will give a recital. This trio consists of a pianist, violinist and French horn player. Some very beautiful works are written for this combination of instruments, and of course Hart House is the perfect theatre for such Chamber Music.

Several other concerts will be given during the season, which promises to be quite as interesting and varied as last year.

ELGAR, Delius, Ravel, McEwen! — these are names that will go down to posterity. To be directly associated with them, has been the great privilege of the Hart House String Quartet.

It is known that Elgar listened in when the Hart House group played his quartet over the wireless in London, and word came through that he was highly pleased. Delius, who wrote his only string quartet under influences of the southern part of North America, was made happy by the knowledge that it had after many years taken the form of sound in America through the performances of the Hart House Quartet. Ravel writes, "I will never forget the artists who interpreted my work with so much musicianship." And now, McEwen, Principal of the Royal Academy of Music in London, sends them a new quartet, the fourth from his pen, "It is more serious and not so popular in style as my Biscay Quartet which you played so much. I hope you will like it," he writes. "And we do like it," say the Quartet.

George Bancroft's next film is to be a newspaper yarn titled "Unfit to Print," in which Mr. Bancroft will appear as a managing editor of a sensational daily. The performer is now completing his rôle in "Derelict," which was hitherto called "Typhoon Bill." John Cromwell will direct the new film, the story for which was written by Oliver H. P. Garrett. Kay Francis and Regis Toomey will also be seen in this production, Miss Francis as the editor's wife and Mr. Toomey as an errant young brother.



MADAME CLAIBERT

Madame Clairbert is a noted soprano who will appear at Massey Hall on October 24th, in a joint recital with Walter Gieseking, pianist, as a Philharmonic Concert Company attraction. Her accompanist will be Francis de Bourguignon.

## MUSICAL EVENTS

CYRENA VAN GORDON who sings at Massey Hall next Monday evening is one of the great stars of the concert world. For years she has been known to possess one of the greatest voices in the operatic field and her many appearances in recital recently are establishing her as one of the outstanding exponents of song. Her voice has unusual range and tremendous power and is thrillingly brilliant and of poignant emotional richness. To hear her in recital is to have a memorable and unique emotional experience. Her programme will be made up of an aria from Rienzi "Gerechter Gott," Wagner; Venus Mater, Pfitzner; Das Standchen, Korngold; Sie Wissens nicht, Warlock; Transformation, Watts; Floods of Spring, Rachmaninoff; La Maja Dolorosa, Granados; Polo, Nin; Vielle Chanson Espagnole, Aubert; Seguidilla, de Falla, and "Cry of the Valkyrie," Wagner. Walter Golde, that eminent musician, will be at the piano.

THE Toronto Ladies' Music Club, the most recent addition to the musical activities of Toronto, held its first meeting at their Club Rooms, 40 Bloor St. West, on Thursday, September 18th. Officers were appointed as follows: President, Mrs. Edith Pickett, first Vice President Mrs. C. R. McFadden, Honorary Vice Presidents Mrs. W. Glover, Mrs. G. Scarborough, Mrs. B. Weaver, Concert Committee, Madame Bedgood, Isabelle Yalkovsky, Miss Edith Sparrow, Secretary. The ladies who are sponsoring this Musical Club are most enthusiastic about their programme for the coming season. A programme of piano solos and vocal quartettes was presented including the works of Bach, Chopin, Verdi and Sinding. A paper was read by the president, Mrs. Edith Pickett, on the subject, "Shall mechanically produced music destroy the desire for self expression in the amateur musician?" This address was received with great enthusiasm by the members present. A number of guest artists have been invited to appear at the Club Nights which will be held every second Thursday. One of the most important musical events of the coming season to be presented by the Club will be a series of Grand Operas next January with a cast of Operatic Artists including Enzo-Aita, Tenor of the Nation Grand Opera Rome, Guiseppe, Martino-Rossi, Baritone from the Philadelphia Opera, Louise Bernhardt, Contralto American Opera Co., Marie Tiffany, Soprano Metropolitan Opera Co.

THE opening of the Philharmonic Concerts series at Massey Hall, Friday evening, October 24th, promises to be a musical event of rare distinction, bringing to us as it will not only the latest sensation among coloratura sopranos, Claire Clairbert, but also that distinguished pianist, Walter Gieseking. Hailed as the Rubinstein of his generation, Gieseking possesses that most valuable quality—one that Napoleon considered his greatest asset—"the ability to get the imagination of others." He is a musical and pianistic phenomenon at the same time. It is his ability to project the thought of music that he plays, that emotional appeal that made Rubinstein and Liszt so popular with the multitude, that has made the success of Gieseking so sensational. Gieseking

made his American debut in January, 1926, and has been one of the definitely reliable artists appearing throughout the United States and Canada since that time. The opportunity to hear great artists such as Claire Clairbert and Gieseking in a single evening is seldom given and in view of the sensational debut of Clairbert this will be a notable occasion. Other attractions in the series include the annual appearance of the Detroit Symphony Orchestra with Jose Iturbi, Spanish pianist, as soloist; Yehudi Menuhin, sensational violin genius; The Revelers, of Radio fame; Jascha Heifetz, violinist; and Lawrence Tibbett, the popular baritone. Season tickets are now on sale at the office of Miss Agnes Steels, local manager at 186 Victoria Street.

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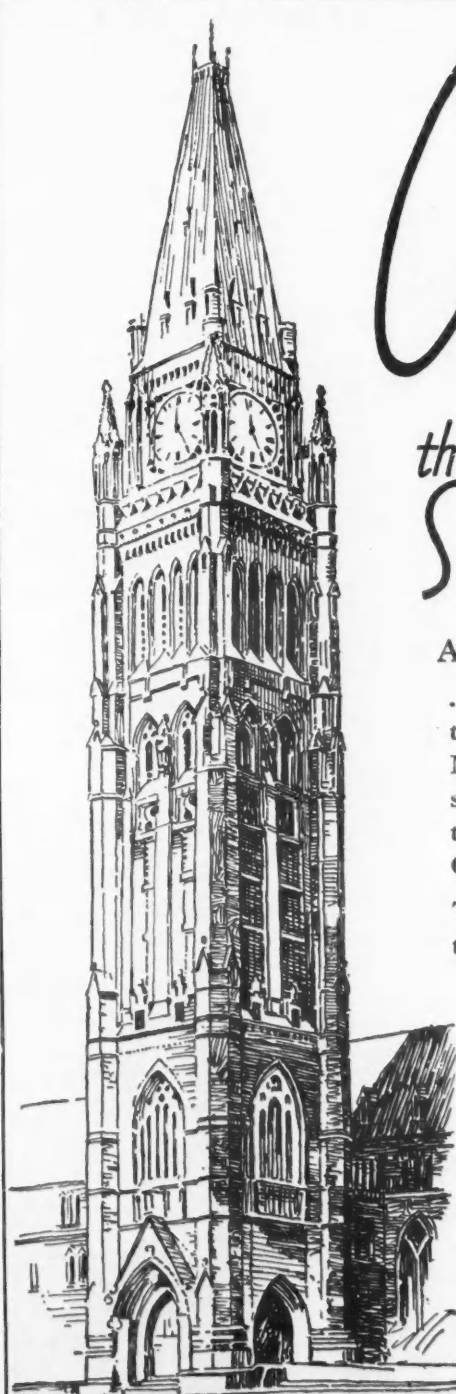
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## Among the Golfers

Bobby Jones wins another — The  
Canadian Ladies Golf Championships

By W. Hastings Webbing

IT is interesting to recall that in 1916 we had the personal privilege of seeing Robert T. Jones, Junior, then a sturdy ruddy faced youth of fourteen, make his meteoric debut in the Amateur Golf Tournament of the United States at the Merion Cricket Club, Ardmore, Pa. This was fourteen years ago and last week we found ourselves at the same beautiful spot, to follow again the "Boy Wonder" of earlier days, in his campaign to capture the crown of this classic event, and complete a record of four international championships in one year, a prodigious performance that will probably remain unequalled for all time to come.

Bobby Jones, as he is familiarly called the world over, does not seem to have changed much in appearance during the last fourteen years of his eventful life. He has grown a bit in height and width, but his strong healthy resolute countenance remains very much the same. But what a change in his status as a golfer! Today he stands the "Little Emperor of Golf", a man of destiny, champion of the world, supreme, incomparable, and unsurpassed in the history of the Royal and Ancient game. Rather staggering—isn't it?

We recently asked Tommy Armour to what he attributed this remarkable supremacy. Armour, who is not only a brilliant player but also a close

student of golf, replied after a brief pause, "First, his intense and almost superhuman power of concentration, then his ability to sink a six foot putt". The former is readily understood, for in watching Jones play one is impressed by his air of detachment and outward appearance of complete mental absorption. By the way, it is some task to follow the champion and watch him play. To be really successful one needs the speed of a sprinter, the stamina of a pugilist, and the tackling ability of a university half-back. Yet men and women, old and young, follow the champion's every shot with a sort of frenzied adoration that is little short of remarkable. They groan audibly when their hero misses a putt, and applaud ecstatically when a shot from the Master, reaches its great objective! It is not a national tournament they come to see, but to watch Bobby Jones, and believe us, it took a detachment of marines, state constabulary, and club officials plus an army of attendants to hold that struggling, palpitating, and perspiring mass of humanity in line, even in the first stages of the tournament.

One could not help feeling a bit sorry for Bobby's partner in the qualifying rounds, a nice young fellow, who seemed somewhat overwhelmed with the glaring light of publicity beneath which he found himself. The gallery showed him some sympathy and encouragement, but he was evidently about as interesting and important as a bridegroom to be on his wedding eve.

Canada was worthily represented in this tournament and it is a pleasure indeed to record the excellent scores turned in by Fred Hoblitzel of Lambton, who completed the thirty-six holes in 154, thus easily passing the acid test of qualification. Ross Somerville, the Canadian champion, played an almost perfect 75 the first day, but on the second day encountered quite a little trouble on the severely bunkered course of Merion, which many discovered was far from a "Merry-un", and 80 was the best he could do. However in the play-off of eight ties for last place, "Sandy" was fortunately successful in gaining admittance to the exclusive circle of those privileged to play on.

It was passing strange that the London Hunt Club Ace, should have been drawn to play Bobby Jones in his first match, and that Hoblitzel should have been accorded the same honor in the second match, but so it was, and both played remarkably fine games especially under the circumstances. However, we presume they both felt somewhat like the old gentleman who was knocked over and out by an automobile. When he regained consciousness and found it was a Rolls-Royce that had done the damage, he managed to gasp with fervent gratitude—"Thank God, it wasn't a Ford!"

I do not crave for riches, for racing cars, or yachts, Or reputation famous, for politics and plots, Nor do I yearn for title, or grand palatial homes, All, all I'd give and welcome to play like Bobby Jones. To play like Bobby Jones, my lads, to play like Bobby Jones, All, all, I'd give and welcome, to play like Bobby Jones.



HIS FOURTH THIS YEAR  
Bobby Jones with the National Amateur championship trophy which he won at Ardmore, Pa. Bobby has now accomplished the hitherto impossible by winning the British Amateur, The British Open, the American Open and the American Amateur all in one year.  
—Wide World Photo.

When it was reported that Mrs. Alexia Stirling Fraser, of Ottawa, had tied with Miss Helen Hicks for the qualifying medal with a brilliant 74, shattering the course record of the delightful Laval-sur-le-lac Club where the Canadian Ladies' Open Championship was held this year. One earnestly hoped that this charming graduate of the Atlanta Academy of Georgian Golf, presided over by Professor Stuart Maiden, who also did much to produce that prodigy Robert T. Jones, Junior, and other lesser stars, that the laurels of this international champion might be retained in Canada. Unfortunately this was not to be, and Mrs. Fraser had to be content with the honor she achieved on the opening day. The finals were eventually fought out by Miss Hicks and Miss Orcutt and resulted in a fairly easy victory for the latter. So once again another championship goes "out of bounds!"

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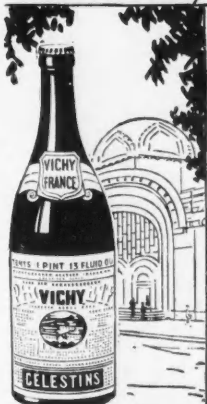
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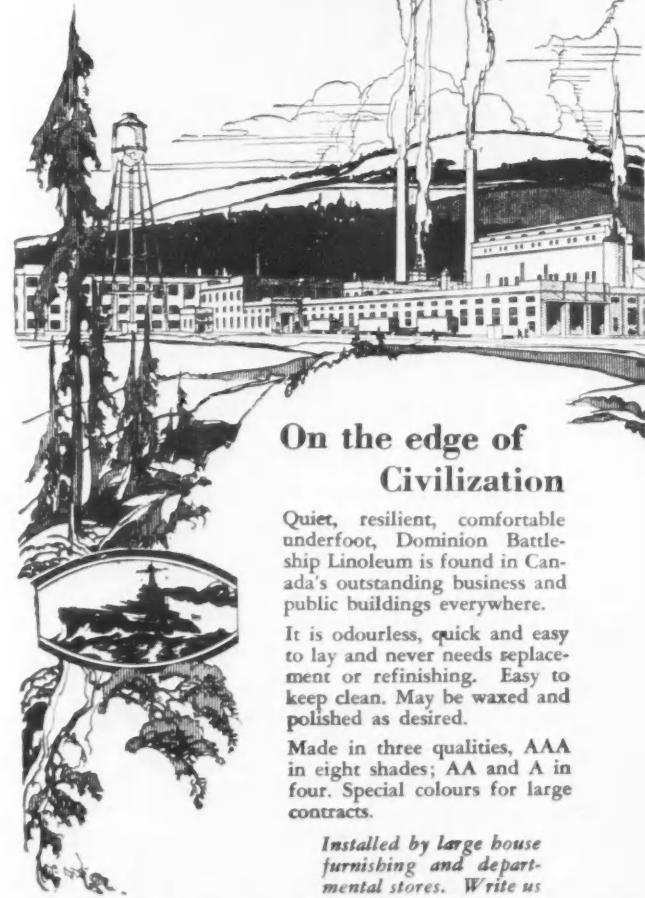
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tiful St. Bruno Golf Club, resulted in a real battle royal between Miss Marjorie Kirkham of Forrest Hills, who is the Montreal and district title holder and Miss Cecil Eustace-Smith of the Toronto Golf Club. The match proved a very close and exciting contest and resulted in a victory for the Montreal representative of ladies' golf, by a very narrow margin.

This is evidently Tommy Armour's year. He not only won the Canadian Open against a very impressive field of leading international players, but to prove this was not a fleeting fluke, "The black knight in Armour bright" also won the important United States professional championship, by defeating Gene Sarazen, the former title holder, by one up, thanks to a long and wily putt on the 36th green. This places Armour pre-eminent among international professionals for this year of grace. Leo Diegel who refereed the match, declared it the greatest contest he had ever seen.

That very fine sportsman and golfer Gardner White of New York, once more proved victorious in the popular Jasper Park Totem Pole tournament. His opponent in the final round was Fred Wood of Vancouver, who is Amateur Champion of British Columbia. This international event proved more attractive than ever, and brought out a big field of very representative players, who together with a legion of visitors, revelled in the sporting and social attractions of this far famed realm of Golf. All of which must have brought joy to the heart of Arthur J. Hills, who is so largely responsible for the success attained.

Beyond closing these brief notes we would like to include the meritorious victory of that splendid young athlete, Donald D. Carrick, a former Canadian and provincial Golf Champion, who recently won the Willie Park Trophy, with a record breaking score of 69. This proved a bit too strong for Jack Chipman, of Lambton, who, however, turned in a capital score of 71, which placed him second only to the winner.

#### Noise Control

A NEW branch of science, noise control, is fast being perfected and seems likely to bring about a far-reaching development in city building methods, in transportation, and in everyday life, in the opinion of the New York Times.

Engineers have discovered that three inches of snow will reduce New York's roar by about one-fourth. While such a relief may be welcome, it is at the same time essentially undependable. The noise problem became so acute that recently a scientific campaign was launched for the purpose of controlling one of the banes of metropolitan life, and it has already unearthed some amazing facts. The work is under the direction of a "Noise Abatement Commission", appointed by the Commissioner of Health.

While every large city is suffering more or less from the noise of the machine age, it is believed that New York, with its vast activities compressed into the narrow limits of Manhattan Island, suffers more than most. "Already notable accomplishments have been made in noise control", says James C. Young of the Times in discussing this subject. "Scientists in a dozen fields are working to establish the causes of a city's noise; to measure the volume of it collectively and in its various parts; and finally discover the best methods of control."

"During the tense weeks in Wall Street last fall, certain brokerage houses had cause to be thankful for their newly acoustically treated offices. Clerical staffs, traders and officials withstood the strain to better advantage than those in offices where every sound is heard. Within six months some forty financial houses have employed the science of acoustical activi-



MISS MAUREEN ORCUTT  
Winner of the Canadian Ladies Open Championship at Laval-sur-le-lac, Que.

ties to reduce noise. The innovation is spreading to other offices, notably law offices and the inner sanctums of corporations. The day is in sight when any official, called upon for long hours of concentration, will decline to work in a noisy, clamorous office. Business suddenly has come to a realization of the impaired efficiency, the lost effort, that results from noise.

"Hence the 'noiseless skyscraper', rising in various cities, the most important example being the New York Life Insurance Building on the site of the old Madison Square Garden. More than 400,000 square feet in walls and ceilings of the new building have been treated to absorb noise, which is reduced about one-half."

"The principle of sound-absorption has been rapidly adopted by hospitals, universities and libraries. Even private homes may be quieted, although in a somewhat different way. One of the wonders of constructions today is the building insulated not only against

noise, but also against fire and weather.

"The control of outside noises, the reduction of street clatter is another and vast field of experiment. Before control could be asserted, it was necessary to arrive at an understanding of the origin and volume of noises."

"New York's Noise Abatement Commission has learned a number of facts about the causes of metropolitan din. The survey now under way has shown for instance, that the more obvious causes are radio amplifiers, motor vehicles, street cars, subway and elevated trains, police traffic whistles, pneumatic riveting hammers, the crash of cans thrown about by milkmen and sanitary workers, and similar nuisances of a domestic kind. Practically every one of these can be controlled and modified."

"It has been only within a few years that any scale of measurement existed to gauge volume of sound waves. The method was evolved by Dr. Harvey Fletcher of the Bell Telephone Laboratories, a member of the Noise Abatement Commission, and his laboratory workers."

No less than 16 civic organizations, representing billions of dollars in property, have combined to make war upon New York's noise. They expect to proceed with a campaign of education and will co-operate in recommending new laws.

Two men were to take part in a boxing match, and surreptitiously each backed himself heavily to lose the fight. During the progress of the bout one accidentally hit his opponent a light tap on the face, whereupon the referee proceeded to count him out. The other was in a quandary, but just with the call of "nine" a magnificent idea came to him. He rushed to the prostrate man and kicked him, and was instantly disqualified.—*Sporting and Dramatic.*

Beyond any doubt, any shadow of doubt, any possible doubt whatever, the country's greatest need just now is a non-croonable song.—*Springfield Union.*

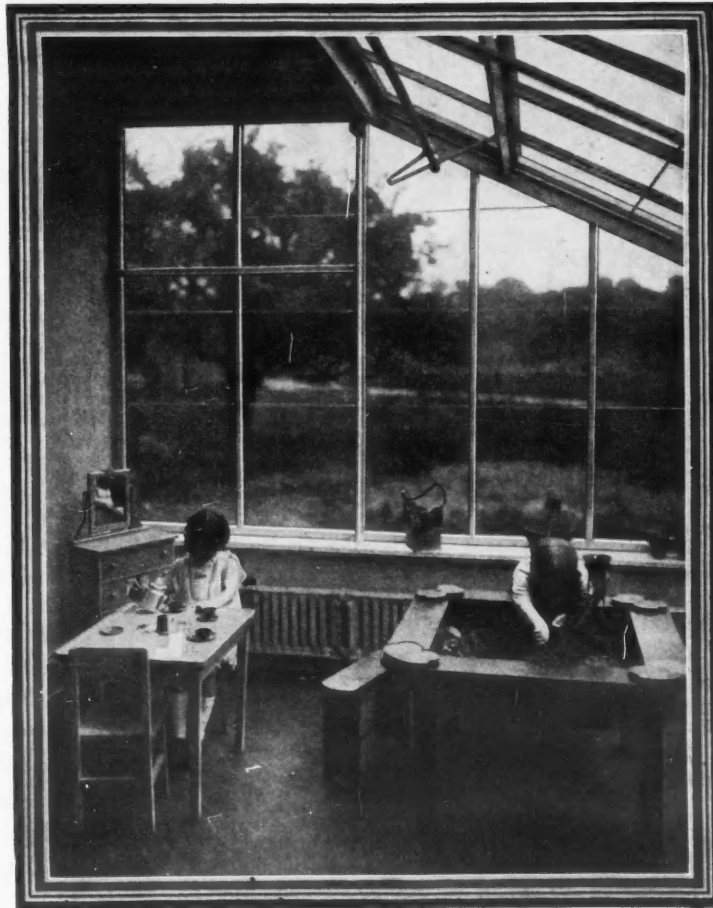


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## Highlights of Sport

### The Cardinals' Come-back — Two Weird Rules — Wrigley Wants a Winner—A Loving Cup—Two Battlers at Ease.

By N. A. B.

SHOWING something of that fabled "punch" which enabled them to win 21 out of the last 24 National League games, to win 43 of the 55 games played since August 1, and thereby boost their percentage 100 points in six weeks, the courageous St. Louis Cardinals "came back" into the World Series fight to win the third and fourth games from Connie Mack's fence-busting Athletics. With the odds ten to one against them, and with the Athletics proud winners of the important first two games, the St. Louis heroes seemed to have little chance of evening up the series. But they did! They got what they needed so badly: high-class pitching, on Saturday from "Wild Bill" Hallahan, and on Sunday from Farmer Jess Haines. Also the old hitting punch, which enabled them to down the Cubs, Dodgers and Giants was there. In the third last game of the regular National League season the Cards made 26 (count 'em!) hits—and they may break loose again any time in similar murderous fashion. In the National schedule the Cards outfield hit for a staggering percentage of .353, while the A's great trio (including Super-Swatsman Simmons) only hit .311. The only man on the Cards' team who failed to hit .300 was Bottomley, while the A's six best averaged only .281. These figures mean something: that the Cards got two bad games out of their systems at first, and evened up at St. Louis. Experts called them to do so and win 2 of the 3 St. Louis games, which they did immediately on arriving in their own ballpark. Blackboard-tactician Connie Mack can get no more fight out of a team than tough Top-Sergeant "Gabby" Street, who once, after being bombed from the top of Washington's Monument with 24 balls, caught the 25th, dropped 555 feet. Surely this man must get somewhere!

TWO exceedingly odd and reasonable rules have been instituted in the code which governs the Intercollegiate Rugby Football Union of Toronto Varsity, McGill, Queens, and Western. Two or three years ago the Western teams had never been heard of in the Big Three Intercollegiate group. Then the little courageous band of Londoners were admitted and became the Jack-the-Giant Killers of the League. Ordinarily they were beaten, but seldom outclassed and never annihilated. Their admission usually is taken to mean that each of the Big Three disliked the idea of having to take turns at having a "bye" or idle day when the other two were playing. Western made it a four-team league, a thing greatly to be desired.

An even more desirable thing now is a league of four A1 teams—and these two new rules aimed at Queens by Varsity and McGill have struck Western savagely instead, crippling the Londoners' chances of fielding the strongest possible teams. One rule is: No freshman can play intercollegiate football—this rule is all right if it keeps Queens from importing Big Four gridders from Ottawa and Hamilton for reduced tuition and rampant rugby, but the rule hits little 100 per cent amateur Western hardest of all, for with a small undergraduate body of sophomores, juniors and seniors, Western needs every good freshman player available. For every ten fresh entering Varsity, Queens and McGill one enters Western. The Big Three have enough available players to choose from in their vast undergraduate bodies, while Western also needs every able-bodied freshman to be in the hunt at all. To Western, now the little under-dog as Queens once was, this no-freshman rule is eminently unfair.

The other rule: No one may play more than four years on any Intercollegiate team, hits Queens especially, for there the greybeards like Guy Curtis and Harry Batstone have been wont to return in full decrepitude to hoist an oval for the Tricolor. Western have not been in the Union four years, and therefore the ruling can do them neither harm nor good—yet. Obviously the rule was made without Western even being considered, for it has no application to them. The moguls of the I.R.U. should get wise to the indisputable fact that the great single need of their group is four good, evenly-balanced teams, not three giants and a handicapped pigmy. Only by judicious consideration of Western can this goal be attained.

THE abrupt unjust dismissal of Joe McCarthy from the managerial seat of the Chicago Cubs by Wm. Wrigley, Jr., merits real cogitation. After chewing over the situation a long time, the gum-king decided that he needed a new Cub flavor and chose the strong, pungent Rogers Hornsby in preference to old Joe, who replaces Bob Shawkey in baseball's A1 job, the managership of the N.Y. Yankees. McCarthy, beginning four years ago, lifted a bad second division club to a position of constant contention by judicious handling. Wrigley merely said: "I want a winner!" If Hornsby fails to make the grade (as he has done in other jobs) Wrigley will find that he has sadly gummed up the works, and this time the flavor will not last.



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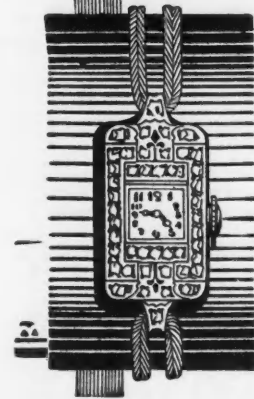
THREE thousand, five hundred dollars had already been poured into the office of Mayor Walker of New York by all those nitwits who had seriously considered Will Rogers' suggestion that Sir Tom be presented with a "loving cup" as a consolation prize for losing the America's Cup, which the mere name of Lipton seems to frighten away. Mayor and committee say that it will be, in U.S. parlance, some loving cup. Sailing home cupless, yet not wanting ten, Sir Tom said: "I will challenge again shortly and my new challenger will have a duralumin mast and boom like Enterprise's."

TAKING his ease in England, foul-claiming horizontal Phil Scott, whom Jack Sharkey torpedoed last March at Miami, ran true to form and opened a beauty parlor at Thornton Heath. Phil will never be fouled here, save by comely chickens who

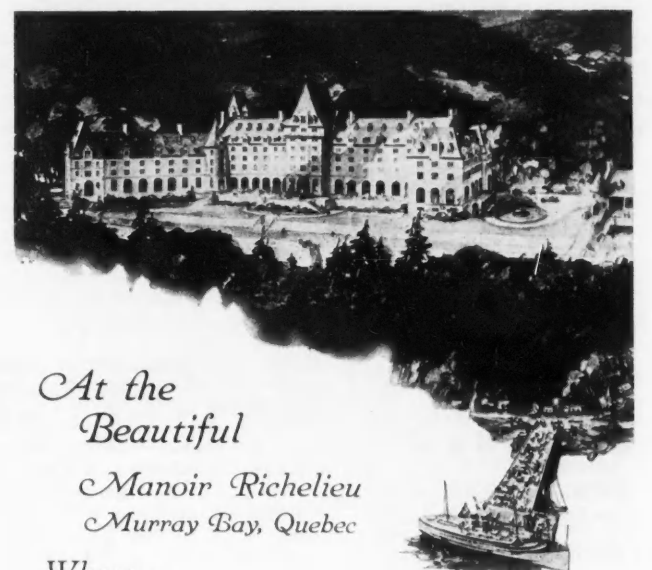
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**Folk Dances of Normandy:**  
By Quebec children, organized by Madame Duquet.

**A Vision of Folk Songs:**  
Shepherdess Group. Music by Oscar O'Brien; interpreted by Les Disciples de Massenet, with Emile Boucher and Germaine LeBel.

**Folk Dances of the North West:**  
By Metis (half-breeds), from St. Paul de Metis, Alberta.

**Folklore Nature:**  
Sung by Phileas Bedard, etc.

**Folk Dances of Limousin:**  
Organized by Charles Goulet, with Les Disciples de Massenet.

### Friday

**Folk Dances of Brittany:**  
By Quebec children, organized by Madame Duquet.

**A Vision of Folk Songs:**  
Sailor Group. Music by Oscar O'Brien; interpreted by Les Disciples de Massenet, with Emile Boucher and Germaine LeBel.

**Folk Songs:**  
Arranged by various Canadian composers. Sung by Lionel Daunais.

**Folk Songs of Anjou:**  
Organized by Charles Goulet, with Les Disciples de Massenet.

**A French-Canadian Wedding—A.D. 1830:**  
Interpreted by members of La Société Canadienne d'Opérette, assisted by habitant fiddlers, folksingers, etc.; organized by Alberic Bourgeois.

### Saturday

**Folk Dances of Auvergne:**  
By children of Quebec, organized by Madame Duquet.

**The Bytown Troubadours:**  
Lionel Daunais, Emile Boucher, Miville Belleau, Fortunat Champagne.

**La Perdriole:**  
Interpreted by Les Disciples de Massenet, directed by Charles Goulet.

**Folklore Nature:**  
By Phileas Bedard, etc.

**Folk Dances of the North West:**  
By Metis, from St. Paul de Metis, Alta.

**L'Ordre de Bon Temps:**  
The Order of Good Cheer. Libretto by Louvigny de Montigny and Robert Choquette. Arrangements by Healey Willan. Played by members of La Société Canadienne d'Opérette, under the direction of Honore Vaillancourt.

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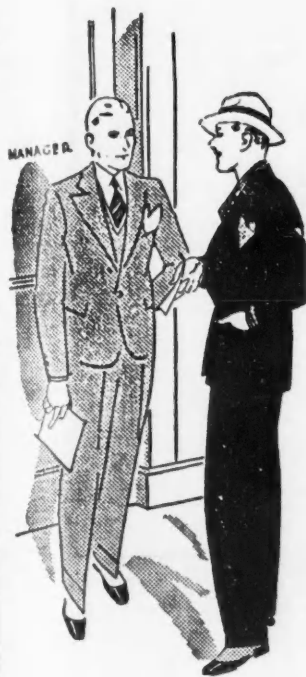
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## THE SOUTH AMERICAN BAND WAGON

(Continued from Page 22)

traders, that a new day has dawned. The government is made up of competent, disinterested and educated men. Several take no salaries; all have signified that they regard their job as temporary and will not accept election. Their appeal to the bankers was a brilliant move. The state was overdrawn at the Bank of the Nation, for by a constitutional clause, not more than 20% of the Bank's capital can be lent to the government. (It is fair to add, however, that this restriction was imposed when the country was much smaller and the resources of the Bank of the Nation represented a far greater proportion of the country's wealth than they do nowadays). The Provisional Government could quite well have borrowed \$40,000,000 from the Bank of Buenos Aires but they realized the moral value of a joint loan. They asked every bank two questions: Will you lend us some money? What do you think of us? The reply to the first was sufficient. The Italian Bank and Bank of Buenos Aires opened the pot with \$10,000,000 each. The Manager of the Royal, as though he were buying a \$2.00 ticket on Cocles for the four-thirty, tossed in \$3,000,000; the remaining banks, including that valiant institution the Bank of Syria and Lebanon Ltd., anted similar amounts. That's what they thought of the government, the bank managers to be sure, had pondered upon what the government, (and the public) would have thought of them had they refused.

While it is certain that the Provisional Government will administer the country admirably, one or two factors must be taken into account as regards the future. The government is admittedly, and, I think inevitably, temporary. There remain on the country several million radicals of whom a percentage still hold to "personalist" principles. It therefore follows that an elected government is sure to contain elements less disinterested than the present. In other words it will be weaker. Again, while exchange shows a marked tendency to improvement, it is most unlikely to touch par for many months. It seems hardly possible, in view of the depleted resources of the nation, that the Bank of Conversion can be reopened this year, and even after the gold standard is once more established it would be imprudent to expect an immediate recovery. The external debt will be increased by much needed loans, and it must take time for disorganized trading to return to normal.

In Irigoyen Britain loses a disreputable friend, but in exchange can now deal with a government truly representative of the people. The United States gains by his removal as he was openly prejudiced against all things American. Germany has cause to be pleased in that many of the present cabinet are German educated and Germanic in sympathies. But all who are concerned with Argentina can now, after the dismal night of Irigoyenism, count upon honesty of purpose, integrity and fair dealing.

## THE FLANEUR

### The Three "B's"

OF course when we see a heading like this, we think of that medicine we tasted in our childhood, known as "Burdock's Blood Bitters." Nothing so nauseous is the subject of an article with that heading which we found in the "London Magazine." The reference is to the three cities, Berlin, Bucarest and Brussels—as they appear in these after-the-war days. Berlin is utterly changed from the capital of the Kaiser days. The writer, Rupert Grayson, says:—"Before the War the Unter Den Linden and the Wilhelmstrasse were the centre of Berlin life. But as though to withdraw from the sinister shadow of the Double Eagle, the life of the city has now moved to the district of the Kurfuerstendamm, the 'West End' of Berlin. Here new shops, hotels, restaurants, and cabarets have sprung up, and here is centred a life of luxury and spendthrift gaiety unsurpassed in Europe."

Bucharest (it is now spelled 'Bucarest'), was the capital of Roumania and was one of the most brilliant cities of Europe. It was an extremely expensive city for the thrifty tourist, who paid more for dinner in Bucarest than in any other capital of Europe. A Toronto woman, Miss Ethel Greening, daughter of the late Henry Greening, is the wife of a Roumanian naval officer, Commander Pantazzi, and has written several interesting books about her adopted country.

Mr. Grayson says:

"Not only in its extremes of climate, but in everything else, Bucarest appeals to me as a city of contrast."

"Looking out of your bedroom window at the Athénée Palace Hotel, the little Ritz of Bucarest, upon ornate domes and cupolas, Byzantine in style, crowning buildings of white and tinted plaster with terra-cotta figures richly embellished with mosaics and coloured frescoes, you will think yourself in a city of the East. But walk down the Calea Victorei, the main street of Bucarest, and you are transported to any busy shopping thoroughfare of Paris or Brussels."

In Brussels you will find traces of the German occupation. After all, as the writer reminds us, you cannot have the balliffs in your home for four years and not have humiliating memories. Brussels is a gallant city, but she does not forget the awful tragedy of those years when the German soldiers made the Belgians drink to the dregs the bitter draught of invasion. On the surface, Brussels, is very much like Paris—but the likeness is only superficial. Brussels, like Paris, is a worshipper of beauty, but the Brussels ideal of beauty is not the Parisian. Brussels has a keen appreciation of the countryside and presents a sturdier aspect than the French capital. The shops, however, are strictly Parisian and have an array of luxurious garments which cannot be excelled. Altogether the Three "B's" are brilliant and bustling.

### In Old Madrid

SPAIN was fortunately a neutral during the Great War. Consequently, she escaped revolution and anarchy, and King Alfonso seemed firmly established on his throne when the Armistice arrived. When we consider what befell the rulers of Austria, Germany, Russia and various smaller kingdoms, we wonder at the good luck of war-avoiding Spain. In fact, Spain was not anxious for a war of any kind, considering what she underwent in 1898, when the United States remembered the "Maine" and proceeded to castigate the kingdom of Alfonso. Recently, Spain has shown signs of unrest. On the last Sunday in September, a crowd assembled at the largest bull-ring in Madrid and cheer-

ed for a new republic, saying unpleasant things concerning Alfonso XIII. It seems as if that monarch may have an unpleasant moment. England is more-or-less interested in a Spanish disturbance, inasmuch as the wife of King Alfonso is a grand-daughter of Queen Victoria, being a daughter of Princess Beatrice. The superstitious may note that Alfonso is the thirteenth of his name—and every child knows that thirteen is an unlucky number. The recent history of Spain is not peaceful. There has been a series of small insurrections, which may end in a nation-wide blaze. We really do not wish to see a republic established in Spain. The Latin political genius does not turn to a republic. The republics of South America seldom know a peaceful interval, and Spain as a republic is not likely to fare much better. Of course those mischievous Soviets, who do more harm in less time than any other people we know, are watching with keen interest the developments in Spain and are hoping for the worst—a Latin republic.

### The Land of the Mikado

IN these days, the national boundaries mean so little that it is easy for East to become West, without violating Kipling's lines. There is an understanding which transcends mountains and rivers and lines of longitude. There is one country of the East which has won its way into the Western heart, partly because of its beauty, and partly because of its courage. We mean the gallant little empire of Japan, where the old warlike virtues are still highly esteemed and where the cherry-blossoms make a spring-time paradise. The operas of Gilbert and Sullivan may first have popularized the land of flowers; but, the more we have learned of Japan, the deeper has become our regard for her people. In a recent issue of the "Atlantic Monthly", Ellery Sedgwick, in an article entitled "The Japanese Mystery", discusses the ways which make the Japanese a peculiar people.

In the first place, the Japanese have a marvellous control in the expression of emotion. A nation which cries easily and laughs at little things is bewildered by a nation where great tragedies are met with stoic calm. The silence of Japan is no more remarkable than her unfailing courtesy, when a smile is the reply to every emergency of social life. But what distinguishes Japan from our casual modern ways is her respect for national heroes, which amounts to worship. The writer of "The Japanese Mystery" says of her respect for the past:

"In Japan communion with the spirits of the dead takes on almost the aspect of matter of fact. Every house has—or had, for life grows 'modern' there as here—its tiny shrine, where each morning children bow with reverence, and before their own breakfast make to their ancestors an offering of fruit and cakes. And in public places of the city troops of girls and boys, men and women, pilgrims of every class and rank, honor great men now with the gods. All that Carlyle preached to deaf ears is here made manifest. This is no worship of sticks and stones. It is the acceptance of an immortal inheritance."

"The cat was making an awful noise last night."  
"Yes, ever since she ate the canary she thinks she can sing!"—*Progressive Grocer.*

"Quick, Doctor, do something! I was playing a mouth organ and swallowed it!"  
"Keep calm, sir, and be thankful you were not playing the piano."—*London Opinion.*

"Where's the other windmill gone to?"

Native—"We only had wind enough for one, so we took the other one down."—*New Goblin.*

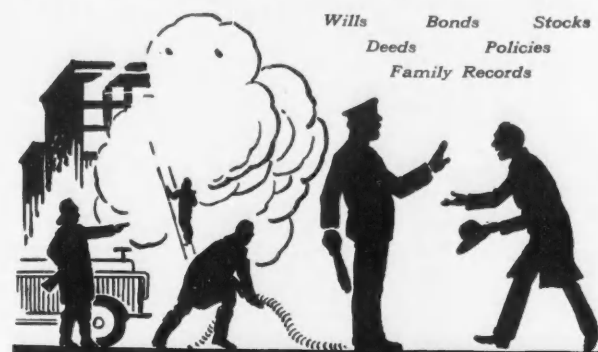
"Your face is clean, but how'd you get your hands so dirty?"  
Small Son—"Washin' my face."—*Boston Transcript.*

## Don't Put It Off!

WHEN fire breaks out it is too late to avert the loss of valuable papers locked up in a drawer in your office or home.

The cost of protection is far less than the expense of replacing one document—provided it can be replaced.

Don't put off renting a Safety Deposit Box until it is too late. For two cents a day you can buy protection.



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## Widows and Orphans, Limited

IT is upon them that the schemer preys! The lure of easy money is almost irresistible and the savings of a lifetime are often gambled away, unknowingly, in unfortunate speculations.

Even the husband and father, anxious to leave his family well provided for, often becomes the victim of some get-rich-quick scheme. Almost without exception, the results are failure and disappointment.

When the head of the home is taken away, a hundred enticing baits are set for the estate he leaves behind. With the vision of winning financial indepen-

dence for her children and herself, the widow falls prey to ignorant or unscrupulous advisers.

There is one safe, sure method of protecting your loved ones after you are gone . . . the creating of an adequate estate through Life Insurance. And, by arranging for its payment in the form of a regular income for your widow, you can guard her for as long as she may live.

Let a Life Insurance representative explain to you how easily and safely you may provide for the future of your family.



**Life Insurance Service**



# THE FLANEUR

## A Canadian Actor

A NEW word has lately come into being to describe those who have devoted themselves to the silver screen—otherwise known as the movie. In England, the more dignified word "cinema" is used for the moving pictures; and in the United States the word, "cinemactor" is used for those who belong to the profession of Charlie Chaplin and Douglas Fairbanks. The recent death of Milton Sills, well-known actor for the movies, may remind Canadians that Mr. Sills was a Chicago-Canadian, belonging to Hastings, Ontario, where his ancestors were among the pioneers. Milton Sills was only forty-eight years of age and died as a result of heart attack, following a tennis match he had played with his wife, Doris Kenyon Sills. Mr. Sills had been Fellow of Philosophy at the University of Chicago. In 1922 he told Louis Sherwin, Columnist of the New York "Evening Post":

"I went on the stage, you poor ape, because I thought it would give me more leisure to read....What I would rather have done than anything else is write."

## The Conference of the Empire

GENERAL HERTZOG, the first of the Dominion Premiers to arrive for the Imperial Conference in October, will find only one of his leading colleagues of 1926 seated with him at the Conference table. There has been a change of Government, not only at Home, but also in all the Dominions that will be represented, with the exception of the Irish Free State. Mr. Ramsay MacDonald will welcome the delegates instead of Mr. Baldwin, and Mr. Wedgwood Benn will take the place of Lord Birkenhead as leader of the India delegation. Mr. Scullin, Mr. Forbes, Mr. Bennett, and Sir Richard Squires, the new Prime Ministers of Australia, New Zealand, Canada, and Newfoundland respectively, are strangers to the Conferences on Empire problems. The only survivors, politically, of the 1926 personnel are General Hertzog and Mr. Cosgrave. The South African Premier comes back to England with a prestige enhanced by four years of steady Government. He made his mark at the 1926 Conference by his stand for "Full and free nationhood upon a basis of equality with every other member of the Commonwealth," as the terms of complete South African co-operation. His demand, boldly pronounced at the opening session, caused a stir at the time, but the most vital decision of the Conference was its definition of Dominion status. This new Magna Charta defined the Dominions as "Autonomous Communities, within the British Empire, equal in status, in no way subordinate one to another..... though united by a common allegiance to the Crown and freely associated as members of the British Commonwealth of Nations."

## Flying Accidents

THE extraordinary development of aviation in Canada during the past two or three years, and the high degree of safety enjoyed by careful pilots and their passengers, are points emphasized and backed with statistics in the annual report on civil

aviation and civil government air operations issued by the Department of National Defense.

Canada still is practically a virgin field for the flier. Three-fourths of the area is not served by roads or railways, and aircraft have found a place in the isolated areas as their one means of rapid communication with the outside world. Millions of acres of forests, formerly at the mercy of the careless camper or the lightning bolt, now are patrolled regularly and guarded against fire. Half the continent is spanned by air mail services. The country is being mapped with accuracy and speed. Municipalities are doing their part by establishing aerodromes and adequate landing facilities.

The report declares that the only disquieting feature of the situation is the unnecessarily large number of accidents, but proceeds to analyze fatalities during the past year to find that the great majority of them were the result of carelessness—"overconfidence or neglect of ordinary precautions" are the official words.

In three years of flying the mails, much of it under very adverse conditions, not a life was lost nor a pound of mail destroyed. In the North, where flying is perhaps most hazardous, there have been but two or three serious accidents. Services of the provincial governments have a fine record. But outside the ranks of government pilots accidents continue, and give emphasis to the official statement that the need exists for "unceasing vigilance and proper flying discipline at all times."

The summary of a year's accidents proves the official case. There were twenty-nine accidents involving death or injury—thirty-one killed and twenty-five injured was the toll. The killed included fourteen pilots, sixteen passengers, and one innocent bystander who walked into a spinning propeller. Of the twenty-nine accidents only one occurred on a scheduled air route. It was ascribed to the pilot's error of judgment and involved no loss of life.

Eleven accidents involved machines in the Light Airplane Clubs. Five were caused by errors of judgment, five by low and illegal aerobatics, and only one through engine failure. In miscellaneous commercial flying there were twelve crashes, eight being due to poor judgment or lack of skill, one to engine trouble, one to collision, one to poor visibility and one jointly to partial engine failure and the pilot's inexperience. A machine which came to grief in its test flight crashed when the pilot failed to observe power wires in his path.

## The Land of Unrest

WE are in danger of thinking of India as a modern problem. As a matter of fact, India has always been in a state of turmoil. Even Ireland is an untroubled land, compared with India. The other day we found an old book, "A Ride to Khiva," by Colonel Burnaby, which tells us that long ago the Russians had an envious eye on India. Here is an account of a dinner talk at St. Petersburg about fifty years ago:—

"I found myself seated next to a Russian officer, a general in the engineers, and had a long conversation with him about India.

"You English," he said, 'are always thinking that we want India; but you are apt to forget one equally import-

ant point, which is, that some day the natives of that country may wish to govern themselves. I study the course of events in India very closely; and what do I see? why, that you are doing everything you possibly can to teach the inhabitants of their own strength. You establish schools; you educate the people; they read your language—many of them even your newspapers; and the leading men know what is going on in Europe just as well as you yourselves. But the day will come when some agitators will set these thinking masses in motion; and then what force have you to oppose to them? If ever there was a nation determined to commit suicide it is England. She holds India, as she herself allows, by the force of arms; and yet she is doing everything in her power to induce the conquered country to throw off the yoke.'

"There was a great deal of reason undoubtedly in what he had urged. However, there is one argument in

favor of further education in India, which is, that the better educated the natives of India become, the greater probability of their seeing that their own interests are far more likely to be cared for under a British than a Russian rule. But this still leaves open the question of whether they might not prefer to govern themselves, which undoubtedly will some day be the case."

"How has your potato crop turned out, old chap?" asked one ardent amateur gardener of his neighbor.

"Splendid, old man," replied the other; "some are as big as marbles, some as big as peas, and, of course, quite a lot of little ones."—Capper's

"And there, son, you have the story of your dad and the Great War."

"Yes, Dad, but why did they need all the other soldiers?"—Snelling Bulletin.

## Without Medical Examination

FOR SELECT MALE RISKS FROM 15 TO 45

—BENEFITS—

\$3,000 at death from natural causes.  
\$6,000 at death from accident.  
\$30 per month and  
\$3,000 at death for total and permanent disability—no premiums payable during disability.

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Age Rate

20 - \$32.05

25 - 38.14

30 - 66.00

35 - 76.75

40 - 91.35

45 - 110.85

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## FIFTY YEARS OF CONSTANT ENTERPRISE

## THEY ARE IMPERIAL

The men who work for Imperial are Imperial. Most of them have ownership in the company, for Imperial Oil has made it easy for them to acquire stock ownership. Through their committees, they also have their part in managing the company. They share both Imperial's profits and Imperial's affairs.

Some of these men have been with Imperial almost since it began fifty years ago. Many of them have been in the company for twenty-five or thirty years. When they retire from active work, they remain "Imperial" men under the Imperial Oil Annuities Plan.

People trust Imperial Oil products because the men who make these products take pride in their work and share in its result—incentives always to do their best.

That is one reason why Imperial has grown in fifty years from a small plant at Sarnia, Ontario, to a great company operating Canada's six largest refineries, with miles of tank cars, ships on the Atlantic and Pacific, stations in every corner of Canada, thousands of partner-employees.

Fifty years of constant enterprise are in the products Imperial Oil sells today.

Marvelube is Imperial's finest motor oil.

Imperial Premier and Imperial Ethyl are its best gasolines.

Which means that nothing finer can be put in your car.

# IMPERIAL OIL PRODUCTS

ALWAYS SO MUCH BETTER



IMPERIAL PREMIER GASOLINE  
IMPERIAL ETHYL GASOLINE  
MARVELUBE MOTOR OIL  
POLARINE GREASES  
IMPERIAL INDUSTRIAL LUBRICANTS



A ROYAL PAINTER IN HIS GARDEN  
Prince Eugene, brother of King Gustav of Sweden, a painter whose works are well known in Europe, in the garden of his residence in Stockholm.



# SATURDAY NIGHT

## WOMEN'S SECTION

TORONTO, CANADA, OCTOBER 11, 1930

### CANDLE-LIGHT AND CRYSTAL

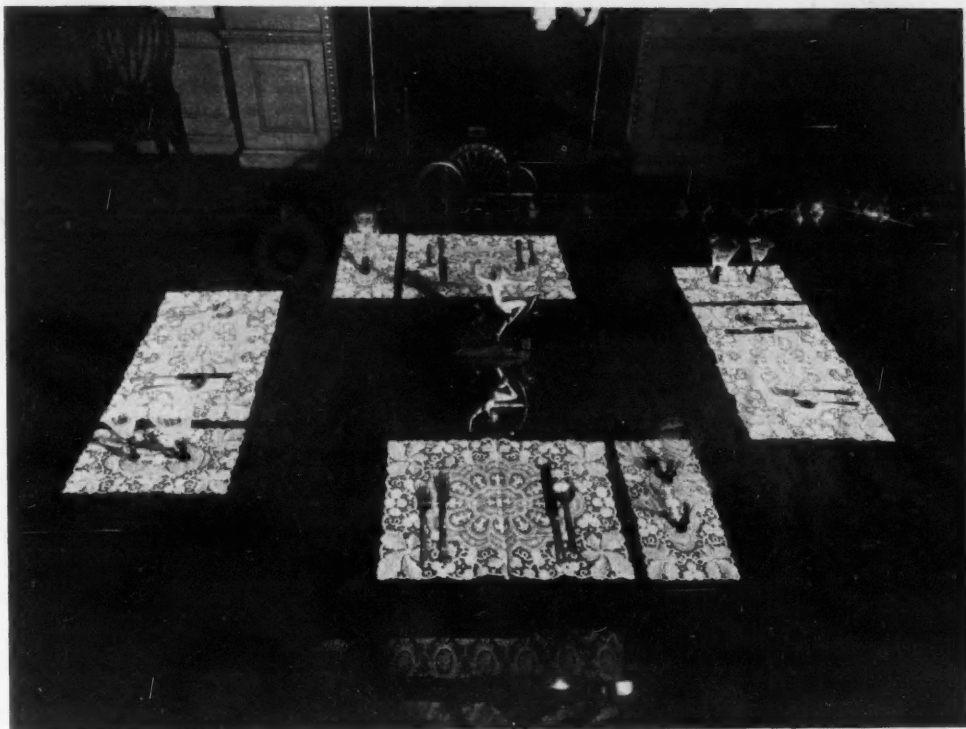
Candle-light sheds glamour on sparkling crystal, gleaming silver, snowy napery and on the dark patina of lustrous woods. Old and new combine to yield the present greater charm. Gone is yesterday's extravaganza; the Jazz Age is no more; indiscriminate "Modernism" has been relegated to the limbo of Forgotten Things. To be odd for oddness' sake is now unpardonable; to be outre is to be demode;

Period perfection, that pedantic accuracy which results in a stilted scheme, is no less in disfavour. Inter-period styles, the art of many lands produced contemporaneously, combine to give us an air of charming worldliness, a gracious setting for the cosmopolite.

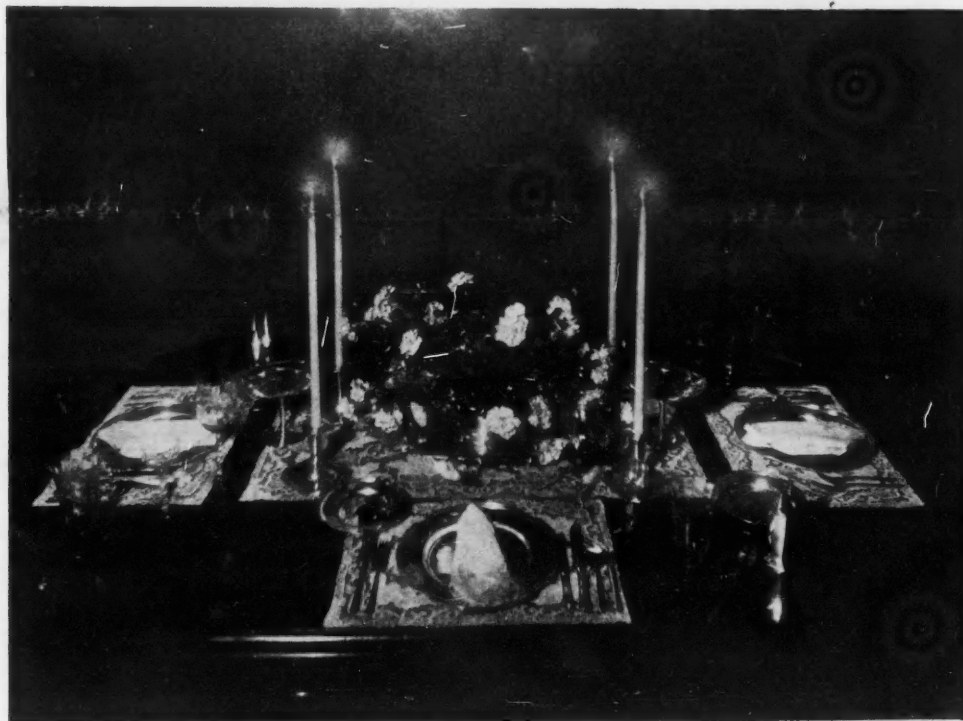
Modernism has found its place in to-day's existence. We have learned how to collate modern notes and other style settings. No matter where we look—at smart little dinners, impromptu luncheons (none the less meticulous in service and appointments for being impromptu!), the Country Club hunt breakfasts which are beginning to appear on the social calendar or the formal stately dinner of the later season where gaiety bows to decorum and we demand originality without defying convention—we find the same eclecticism: that successful and effective selection from the bibelots of many periods presented as a comprehensive whole of poise and interest with the unerring discrimination of the connoisseur.



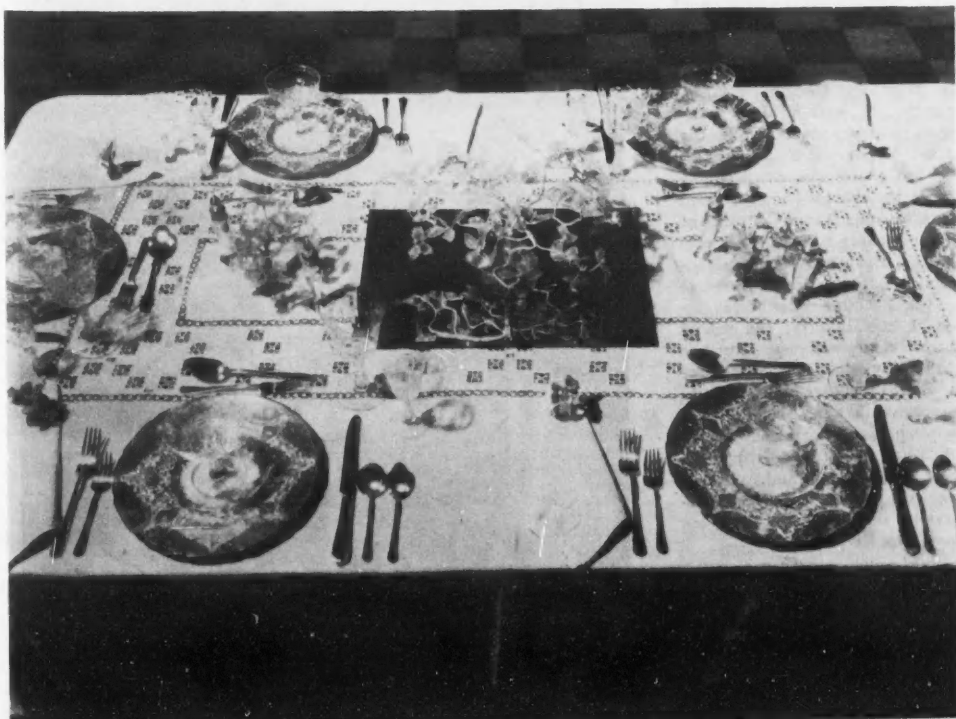
—Photograph courtesy of Ryrie-Birks, Toronto.  
In the charmingly arranged authentic Georgian table, Coalport service plates, massive Eighteenth century silver and crystal candelabra with the prisms so typical of this period show to advantage on a genuine Chippendale table top. The table, made in or about 1790, was imported from England. Especially worthy of note is the Waterford glass-ware with square bottoms.



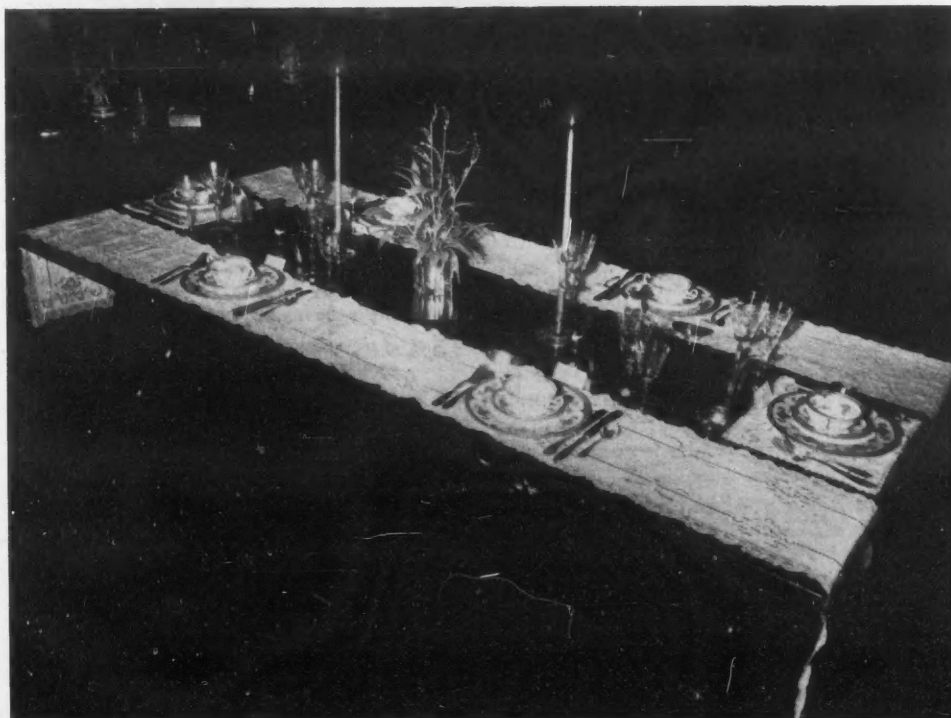
—Photograph courtesy of Robert Simpson Co.  
On the octagon-shaped mirror, beloved of Suzanne Lalique, is a beautifully executed statue of Diana the Huntress. This table is an excellent example of the new and austere modern fashion of centering the table with figures or architectural design. The bare, uncluttered table top further accentuates the highly modern note of austerity. The new Chevron pattern of table silver combines well with modern glass ware on black stems in this correctly appointed luncheon table.



—Photograph courtesy of Robert Simpson Co.  
The polished surface of the table reflects the beautiful silver luncheon service and engraved crystal glass-ware. The centre-piece is a flat silver tray holding a simple bowl of white carnations and gypsophila. Modern glass, in the twilight shade, consorts harmoniously with the silver service of traditional—and aristocratic—simplicity.



—Photograph courtesy of Ellis Bros., Toronto.  
An excellent example of combining the old with the new is illustrated in the photograph above. On an embroidered linen table-cloth (natural cream tint) Royal Doulton service plates in brilliant colors with gold traceries show to advantage with Dresden flower place-card holders and crystal goblets. The centre-piece is a rare and beautiful version of the popular crystal tree in French rock crystal with silver stems and leaves of green coral. Smaller trees of the same type give additional colour. The result of this blending of period table ware with modern ornaments is one of great beauty and dignity, without being over conservative.



—Photograph courtesy of Ryrie-Birks, Toronto.  
"Le grand decor de la table" in this photograph is the graceful modernized aspidistra in clear glass, green and silver which is displacing the popular, but somewhat gaudy cactus of last year. The mirror is the octagon shape beloved of Suzanne Lalique. The amusing place-card holders are glass birds with spun glass bird-of-Paradise tails in particular hues. The decoration on the candles is a specialty of this house: flowers made of wax moulded on a linen base, the colours being worked into the molten wax. The double scarf linen arrangement is particularly good for the rectangular table and with such linen the new oblong napkins are "de rigueur": the dinner size being eighteen by twenty-four. The table shows the service for cream soup in Minton bone china.





## Black Suede Shoes

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fashionable

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OUR ten dollar Shoes are the talk of Toronto. In no other place in America can you buy strictly hand-sewn Shoes at this modest price.

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One of your  
most attractive points . . .  
and you haven't thought of it for months



You notice the first signs of dulness about your hair. Every day you "see to" your complexion. And it's always apparent when a manicure is in order. But here's one of your most becoming features that you haven't checked up on in months—your smile. Let's make it sparkle!

You'll need a tube of Squibb Dental Cream (and if you haven't seen the dentist recently by all means pay him a visit).

Now begin to thoroughly brush both your gums and teeth with Squibb's each night and morning. Watch your teeth gleam and grow more beautiful—your mouth get that healthy, fresh feeling.

Squibb's cleans beautifully because it is an alkaline dentifrice. It restores the natural luster of teeth. And without the use of a bit of grit or bleach, which so often injure the mouth that uses them.

Squibb's takes wonderful care of the gums too. It is made with 50% Squibb Milk of Magnesia, a soothing antacid dentists have used for years. Each time you brush your teeth you soothe and protect The Danger

Line, where gums and teeth meet, where so much dental trouble occurs.

Get Squibb Dental Cream from your druggist. Long before the tube is empty, you'll wonder why you never used such an effective, refreshing dentifrice before.

### HERE'S WHAT DENTISTS SAY:

E. R. Squibb & Sons asked a prominent research institution to conduct an investigation among 50,000 American dentists as to proper care of teeth. Here is the summary of the replies received:

**95%** of the answers stated that germ acids most frequently cause tooth decay and gum irritation....

**95%** of the answers agreed that the most serious trouble occurs at the place where gums and teeth meet—The Danger Line....

**85%** stated that the best product to prevent these acids from causing decay and irritating the gums is Milk of Magnesia....

Squibb Dental Cream is made with more than 50% Squibb Milk of Magnesia. What stronger assurance could there be that its formula is correct and that it will protect your teeth and gums?

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SQUIBB DENTAL CREAM  
GUARDS THE DANGER LINE

## THE PLATE

Monsieur Glephte is Accorded Leisure and Finds That Its Drawbacks Outweigh Its Virtues.

By HENRI DUVERNOIS

"FROM now on you needn't call me until nine o'clock," said Monsieur Glephte to the maid as she brought in his morning coffee.

"I'll not be going to the shop any more," he explained, a trifle apologetically.

And for the first time in his life breakfast seemed bitter to him.

It was because Monsieur Glephte was to taste the humiliation of being forced out of business. Just as a leaky boat fills with water, slowly, imperceptibly but surely, so the firm of Hipoux Jr., Emile Glephte, and Frederick Tuval, once gloriously successful, had been engulfed by disastrous inventories. One must be enterprising, one must take chances, one must be up to date if one is to succeed selling collars and ties. But the firm paid

vous twitching; she had a way of shrugging her left shoulder and winking with her right eye. To get Aline married was becoming more and more a problem. Supposing, for instance, her husband were to address her in a drawing-room, it would look as though she were answering him by disdainfully shrugging her shoulders, at the same time making eyes at another gentleman a few feet off—an inconvenience only to be compensated by a snug little dowry.

SUCH was the situation in the Glephte household when Monsieur Glephte, after the exasperating legal formalities connected with the business failure were finally ended, found himself with leisure on his hands. He did not dare wait until his wife woke

She carved the leg of lamb and passed a large slice to Désiré.

"I'm serving him first," she said. "He works, he hasn't any time to lose."

Monsieur Glephte whitened, his self-respect touched to the quick. However, he did not wince. He made no comment. He only stammered, "Very small piece for me, Léontine; I'm not very hungry."

They didn't ask him about his health, they said nothing to him. Désiré looked troubled; Aline, unhappy, shrugged the left shoulder furiously. Madame Glephte, at rigid as a statue of Justice, kept right on eating; the poor father, crestfallen, suddenly felt himself so alone that he wanted to burst into tears.

"Pass Monsieur Désiré the string-beans," Madame Glephte ordered the servant. "The rest of us have plenty of time. Monsieur Glephte doesn't have to hurry any more."

SO, he was to be relegated to the category of women, put into the class of the useless? He swallowed his strawberries whole, threw himself down on a divan, and fell asleep. That nap, broken by bad dreams, filled up the time until four o'clock. He went out to look into the shops along the avenue, then at six o'clock he went back to the little bar, where he enjoyed listening in on several business conversations. This became his daily routine. People began to notice that his mind was becoming less keen. He repeated over and over the same phrases, insisted on telling the same stories, beginning always with, "It's just like"—even though the story had no connection with what had gone before.

"That's like my brother Gustave. He used to sell English goods in Paris. Nothing doing! Then what does he do? He packs himself off bag and baggage and goes to sell French goods in London. Now he has his million put by and he speaks English!"

"Give us a rest from your brother Gustave," snarled Madame Glephte. "The selfish old thing, with nobody but himself to look out for and never turns his hand over for you."

The meals were shrouded in gloom. Monsieur Glephte still sat in his customary armchair at the head of the table but all the attentions were centered on Désiré.

"Is it good, dearie?" the mother asked him—she who up to now treated him more severely than tenderly. "Don't hold back. People who work as hard as you do must be well nourished. Take some gravy. Take all the gravy—it's good for you."

Désiré flushed, and Monsieur Glephte, wounded, made a feeble attempt to back up his wife by saying in a hollow voice, "Yes, sure. Take all the gravy. You have to be well fortified to be pleasant to the customers. I learned that a long time ago. It's just like that woman I saw yesterday in the rue Richelieu. She'd lost her way, so she asked a gentleman to direct her. What do you think? He was deaf and dumb!"

His words fell on silence, with none of the smiling attention of former days. Madame Glephte had a subtle way of transforming the meals into a form of penance.

She would say, for instance, "You too, you may have a little glass of wine, too."

Or again: "Don't stuff yourself—you won't wake up till six o'clock."

She was always making comparisons.

(Continued on Page 35)



MISS PEGGY ROAF  
Debutante daughter of Mr. and Mrs. J. H. Roaf, Vancouver.

no attention to the whims of fashion; they kept right on in their old rut, and in time they were forced to sell out at a great sacrifice. M. Hipoux Junior was seventy-nine years old. From the shipwreck he managed to save a pittance which he had gone to live on in a secluded spot in the country; there he re-read his old ledgers with the emotions of an aged poet reading over the works of his youth—"Think of my being able to do that!" M. Frederick Tuval, in his fifties, mated with a substantial widow; and M. Emile Glephte, ruined, sought consolation in the bosom of his family.

Happily, a source of pride remained. His son, Désiré, made good money selling insurance; he saved the day.

"Myself to a T when I was his age," mused the father affectionately. "He has the blood of the salesman in his veins, the young scallawag! He talks you into buying insurance just the way I used to place six dozen ready-to-wear four-in-hands—as easy as rolling off a log."

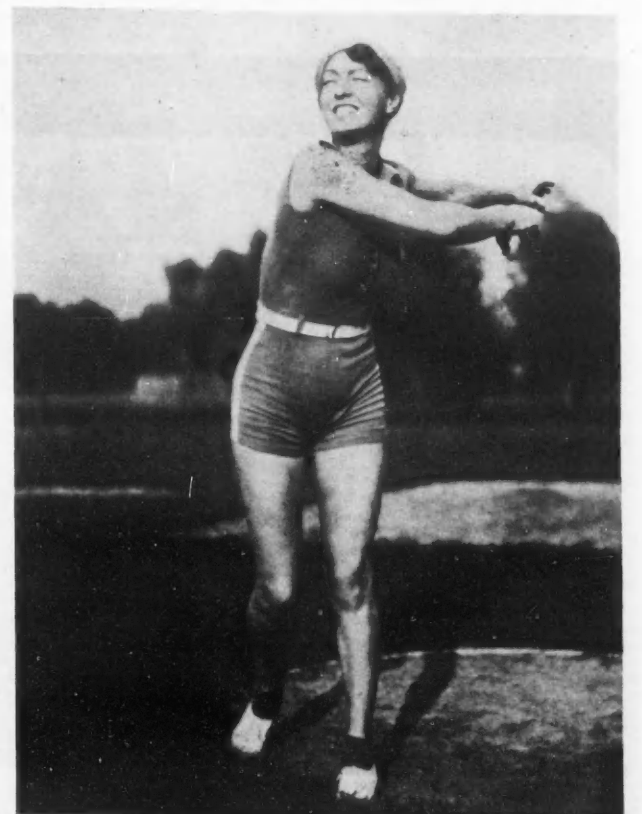
He got on very well with the boy, who while big, strong, good-looking, was still shy and modest in spite of his success.

But there was Madame Glephte.

While Monsieur Glephte, a thin, meager little man, with straggly whiskers, apologetic movements, and the subservient manner of a shopkeeper, was wont to efface himself, Madame Glephte, fleshy and loud-voiced, ruled with a rod of iron. From the moment there was no longer any economic reason for her husband's existence, Madame Glephte could see no other excuse for it. Oh, not that she hurled reproaches at him directly; she prided herself upon being resigned. But her look, charged with reproaches, followed him wherever he went; she crushed his spirit with her scorn. To the outside world her pretensions were:

"My husband has retired—worn out. He's no longer young and, besides, when one has enough to live on without worrying there's no use being too ambitious, now is there?"

Saying this, she would roll her eyes defiantly as though to vanquish anyone who would dare contradict her. And they nodded their heads so quickly and so energetically in agreement that she suspected their sincerity. However, thanks to Désiré, she was able to keep her apartment, her "at-home" day, her servant, her dressmaker. The daughter of the house was Aline, now in her twenty-seventh year. Fear, inspired by her formidable mother, had given Aline a ner-



WIFE OF POLISH FINANCE MINISTER  
Madame Halina Konopacka, wife of one of the most eminent public men of Poland, recently won the discus throwing contest (an ancient Grecian sport) at the women's international Olympiade in Prague, Czechoslovakia.



## FIFTH REASON

## Why I always drink Salada

"I like their idea of packing their tea in aluminum packages because it's the best way to keep tea fresh."

Everywoman

# "SALADA"

## TEA

'Fresh from the gardens'

## THE PLATE

(Continued from Page 34)

"A machine that doesn't work doesn't need much fuel."

But the thing that stung Monsieur Glephte most deeply was that he was no longer served first, even at dinner. Here, Madame Glephte presided. It was impressive to see her, standing up, dipping the ladle in the soup.

"Take some, Désiré. Tell me how you like it. Eat it quickly. After a day's hard work something hot goes right to the spot."

Frightened into obedience, the boy took a spoonful.

"Delicious—perfectly delicious."

"Ah, I'm glad you like it."

A moment later, Monsieur, in turn, approved fearfully.

"Splendid, and thick too, just the way I like it. 'I'd sell my soul for leeks.'" To which Madame Glephte came back with, "Now that you don't go to the shop any more, you think too much about your food. Emile, do be careful. It isn't because I begrudge you the food that I give you such small helpings; it's for your own good. A machine that doesn't work any longer..."

However, Désiré never spoke his mind, for that very evening Madame Glephte came to the table with a face purple with rage. She brandished the ladle like a weapon of defiance and she plunged it viciously into the soup-tureen. Heavy silence reigned. At that moment the servant entered with a telegram for Monsieur Glephte, who opened it and uttered a stifled cry.

"Gustave!"

Madame Glephte filled up a plate and with an authoritative sweep passed it to Désiré.

Monsieur Glephte burst into sobs.

"My dear Gustave! He has just died. Oh, heavens!"

You could have heard a pin drop. Désiré held the plate in his hand; Alaine raised her left shoulder; anxiously Monsieur Glephte went on in a breath, "I am the heir. I shall have to go to London as soon as I can."

Then Madame Glephte, lapsing into the intonation of former days, said:

"Well, Désiré, why don't you pass your father his plate?"

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"My dear Gustave! He has just died. Oh, heavens!"

You could have heard a pin drop. Désiré held the plate in his hand; Alaine raised her left shoulder; anxiously Monsieur Glephte went on in a breath, "I am the heir. I shall have to go to London as soon as I can."

Then Madame Glephte, lapsing into the intonation of former days, said:

"Well, Désiré, why don't you pass your father his plate?"

However, Désiré never spoke his mind, for that very evening Madame Glephte came to the table with a face purple with rage. She brandished the ladle like a weapon of defiance and she plunged it viciously into the soup-tureen. Heavy silence reigned. At that moment the servant entered with a telegram for Monsieur Glephte, who opened it and uttered a stifled cry.

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## THE SALZBURG FESTIVAL

By F. G. KILLMASTER

IT WOULD be difficult to imagine a more ideal setting for a music festival than Salzburg—the birthplace of Mozart and one of the most romantically beautiful cities of Europe.

Here during the month of August every year is given a repertoire of representative classical, romantic and modern music—that of Mozart, of course, being given special prominence—opera, symphonic and church music—with a series of plays added for variety's sake. The principal orchestra is the famous Vienna Philharmonic; the opera is also the State Opera from Vienna (soloists and chorus); the conductors no less than Bruno Walter, Clemens Krauss and Franz Schalk, among the most distinguished on the continent. The plays are given under the personal direction of Max Reinhardt—a sure guarantee as to their artistic excellence.

It was my good fortune to hear four out of the six operas in this season's repertoire: Mozart's "Figaro". I was obliged to go stehplatz (standing room) for which I paid the modest sum of two Austrian shillings, 28 cents. It was my first introduction to the new Festspielhaus—designed by Max Reinhardt—very simple and rustic in style—with gaily-painted wood-work—numerous hanging tapestries—foyer decorated with modern impressionistic frescoes—a unique open-air promenade with galleries cut in the rock of the mountain side, like cliff-dwellings (originally a riding-school). The auditorium, oblong in shape, with a shallow gallery on three sides, and a second one at the back, seats about 1600 people, and is extraordinarily good from an acoustical standpoint.

I have come to the conclusion that one must come to Europe to hear the classical operas given adequately. There are so many traditions as to the way the music of Mozart should be interpreted, that one has but to hear it over here to realize to the full its unique charm and loveliness. Once and once only have I heard the overture to "Figaro"—and that was in Salzburg—although I can recall a performance by the Queen's Hall orchestra, which was a very close second. The orchestral accompaniment to this opera was so delicious, so delicate, so Zephyr-like, that at times I had to strain my ears to catch the diminuendo. The singing, especially the sopranos who took the parts of Suzanne and Cherubin, was so pure and natural—art concealed by art—the only thing to liken it to was the warbling of birds.

There was a memorable performance of Mozart's Mass in C minor, in St. Peter's Church, conducted by Paumgartner. Soloists from the opera, a magnificent chorus, and orchestra—supplemented by the grand organ. The impression beyond that of sheer delight in the music, its delicacy and variety of tempi and nuance, was that of spontaneity and enthusiasm—it was alive with emotion—truly an inspired performance. The same evening in the Dome—a Renaissance Church, patterned after St. Peter's in Rome, there was a motet concert, consisting of shorter choral compositions of Mozart—beautiful throughout, especially a simple "Ave Verum" with string accompaniment.

The second opera was Beethoven's "Fidelio", with Schalk conducting, the title role sung by Lotte Lehmann, perhaps the greatest woman opera-singer of today. I have heard "Fidelio" before—never before did Beethoven's score reach such heights of grandeur and tragedy, with the exception of Don Fernando, sung by Richard Mayr—the interest centred round "Leonora"—one of the loveliest characterizations in opera—while the symphonic background, though never obtrusive, was always satisfying. The gem of the opera is the Overture Leonora No. 3—this roused the audience to such a pitch of enthusiasm that the last act was delayed for at least quarter of an hour. One couldn't help wondering whether the last act, which was not in Beethoven's original scheme, is really an adequate finale. Personally, I didn't want anything beyond the orchestral climax.

Gluck's opera "Iphigenie in Aulis", which I believe is very popular in Vienna, was to me lacking in dramatic interest. It contains much beautiful music, interesting and even fascinating to the music student, and it was interpreted with loving care for detail, characteristic of Bruno Walter. The singing and staging were adequate and more—but like many of the earlier operas, it was not satisfying. Very often it was just plain dull.

Not so, the sparkling "Rosen-Kavalier" of Richard Strauss, with its delicious musical score bound together by suggestions of Viennese dance music, and orchestral by Strauss with sheer genius, for effectiveness. Needless to say the stage settings and costumes were sumptuous and elegant, every picture being a feast for the eye, and exactly correct as to period. All the singers were adequate in the ensemble. In this particular performance, the singing and acting of Richard Mayr, in the character part of Baron Ochs, was practically ideal for comic opera. He is without a peer in his interpretation of this role.

Another unique feature of the festival was the evening Serenade Concerts, lasting about an hour, and held in the inner court of the Archbishop's Palace. The programs consisted of the smaller orchestral works of Mozart and were played in the open air, the sole illumination being the candles which illuminated the music stands of the players.

The city of Salzburg is full of historical, architectural and romantic interest—most of the convents, palaces, churches, the Hohen-salzburg (or town fortress) are well preserved and in use. The architecture is mostly Italian Renaissance, with some late Gothic, many minarets and bulbous steeples (peculiar to Alpine countries) and no end of quaint open squares. In the Dom Platz was given the play "Everyman," a modern version of the old morality play by Hofmannsthal, one of the outstanding features of the Festival for some years. I can only mention the summer-house where Mozart completed the "Magic Flute"—charmingly situated in the woods overlooking the town; Hellbrunn, the summer place of the Emperor, 3 miles in the country with exquisite fountains and gardens; the famous chain of mountain lakes called the "Salz Kammergut" which no tourist should miss!—Königsee, Austria's loveliest mountain lake, with an environment which defies description, and an echo which surpasses by far anything of the sort elsewhere and Berchtesgaden, Bavaria's most popular mountain resort, a gem hidden in the heart of the Alps.

## Indian Summer

By JOHN LINNELL

Now strides the year, an Indian  
bronzed and tall,  
Down from the sunlit uplands, where  
the corn  
Has yellowed to its harvest; as at  
evening  
A man, descending from the sun-  
stormed rock,  
Might stand above the water, poised  
to plunge—  
Yet wait expectant, till the sunset  
colour  
Died on the west; and then his soul  
were free.

Maple and tulip-tree, goldenrod, aster,  
Touched—as on canvas the hand of  
a master  
Mingles his pigments—the web of the  
sunset—  
Waiting in glory the pitiless onset  
Of darkness and winter.

The sweet Indian summer,  
With cricket for life and the pheasant  
for drummer,  
Spreads like a sunset its purple and  
gold,  
Rose madder and ochre in fold upon  
fold  
Of the hills and the valleys, with  
prodigal art;  
Then watches them sadly fade out and  
depart.

Art thou enslaved of beauty,  
O year, that so thou standest  
Rapt on the point above the stream?  
The life that thou commandest  
Stilled to the likeness, swart and  
brown,  
Of old red sandstone carved and quiet,  
Watching the sunset fade, absorbed  
By heaven's resplendent riot.

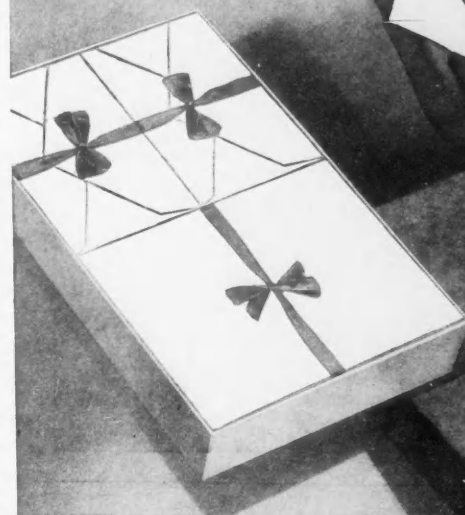
Cry aloud! for too soon the enslave-  
ment is over.  
The dog-rose is dead now; the scent of  
the clover  
Has perished, and is but a dream to  
remember.  
Cry aloud for the mellow delight of  
September,  
The misty ravine and the fruit on the  
branches,  
For the warmth of the sun, and the  
beauty that stanches  
The wound of the soul and the grief  
in the heart  
That watches the summer fade out  
and depart.

The colours fade in field and wood,  
As fades the emblazoned evening sky;  
The swarthy Indian, freed from  
trance,  
Recalls him silently.

Sighing, the year leans down (his eyes  
Yearn to the deep of winter's flood)  
Then plunges. See, November's dusk  
Smeared scarlet, as with blood!

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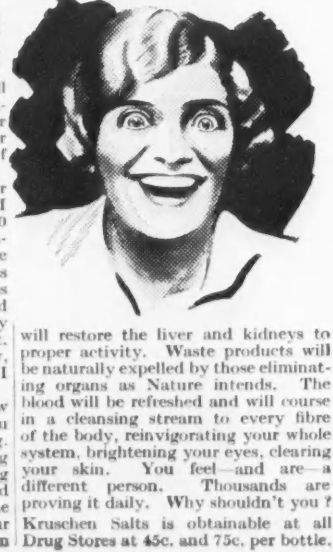
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# THE DRESSING TABLE

By ISABEL MORGAN

## Beautiful Hair Needs Daily Care

I WONDER how many people who read this remember the days when ladies of style wore dresses with "dust frills" and hats that were fashioned from bits of straw, feathers, ribbons and flowers that perched 'way up high on their carefully coiffured heads.

Those were the days when beautiful hair (the more of it the better) was indeed a cherished possession—the days, too, when those not so richly endowed by nature, resorted to artificial geegaws that the vogue of the time demanded.

Fashion has completed another cycle this season and foreheads have emerged from their coy retirement of several years—and not only foreheads, but hair, too! Paris is making hats that are small, smaller, smallest. It all began by showing a little bit of the forehead, then more and more of it until not only the forehead but the hair as well is very much in evidence. It's a lovely new style IF you have lovely hair.

Aye, there's the rub! You know, bobbed hair has tempted many of us to forget about the amount of care to which every head is entitled, and the result is neglected hair is the rule today rather than the exception. It was put rather aptly by a woman who said that all the scrupulous care given the face ends at the hairline.

Perhaps one of the most serious results of neglected hair evident is premature graying. Today it is not at all uncommon for girls of twenty and twenty-one years of age to begin to have gray hair. Thin, falling hair is another all too common complaint, so is dandruff and an over-active condition of the pores of the head.

All these troubles are caused to some degree by the tight, airless little felt hats we have been wearing, insufficient protection from the sun, continual wetting of the hair when swimming, and the baking the hair receives under the hair drier in the process of finger-waving. Then, too, the hair brush has fallen into disuse, and so we have everything working against the good health of the hair.

In circulation lies the secret of healthy hair. Its own weight and the pulling it receives when it is combed or brushed sometimes is sufficient to maintain the health of long hair, but this is lacking in short hair, and hence the necessity of providing other means of inducing circulation.

The best exercise of all is daily brushing—the good old one hundred strokes every night regardless of how tired one is and how strongly tempted to crawl into bed without doing this little "chore." It's all for beauty, you know, and a right good cause that is.

The construction of the hair and the finger nails is the same. As you know washing alone will not make the finger nails shine. They must be rubbed or buffed to bring up the sheen that makes them so attractive. The same thing applies to the glossy sheen which is the mark of well-

cared for hair. It is the daily brushing with the hair brush that provides the "buffing" that shines the hair.

Of course, the act of brushing the hair does not mean brushing the hair flat on the head, but bending over from the waist, letting the hair fall any way it pleases, and brushing it UP with strong, vigorous strokes.

Another exercise recommended by many experts is gentle pulling of the hair. Renewed circulation of the scalp will be noticed almost immediately after small divisions of the hair have been taken between the fingers and pulled. Then there is massaging which requires strong firm finger tips, since the actual massaging is done with the cushions of the finger tips. Place them on the scalp and then "move" it around as much as possible.

The shampoo occupies an important place in any discussion about the hair, and the question "How often?" usually leads all others. One authority claims that once a month is quite often enough to cleanse the hair with soap and water if the brush-and-towel method is used faithfully.

The brush-and-towel method? It can best be explained by telling you about a little scene you are likely to encounter when travelling through the countryside of Europe. You see a peasant woman seated in the sun outside her humble little home, long hair free and falling over her shoulders. In her hands she has a towel with which she is rubbing her hair. Beside her is a brush which she uses in long sweeping strokes. Perhaps you pause to admire her hair and to comment upon its beautiful lustre. "How often do you wash your hair?" she is asked, and the answer is "But once a year, madame."

Whether you approve or not, the wisdom of her method is evident in the superb texture and health of the hair you see before you, and in the fact that the most beautiful transformations procurable are fashioned from the tresses of your peasant woman and her countrywomen.

The yearly shampoo is not always practicable in cities where there is an all too generous amount of smoke in the air, but there is much to be commended in a method that preserves the health and sheen of the hair to such perfection.

Very fine for scalps that are normal, you say, but what of the others? For these "others" there are excellent preparations that help them and, if their use is persevered with, cure the trouble altogether.

There are scalp pomades and lotions that have really excellent results, and the beautiful thing about them is that the pomades can be used frequently during the week without necessitating frequent shampoos in order for the hair to be presentable. Moderation, even sparingness, in applying them will prevent the head from having that unpleasant look which results when the pomades are applied with a too liberal hand.

With regard to all pomades and lotions I should like to emphasize one thing, and that is the importance of finding the right preparation for your particular trouble. Too often a scalp preparation is used because a friend has found it helpful, when it might only succeed in aggravating your particular trouble. You can understand how this might be when you consider that preparations for oily scalps act as astringents, and dry scalps vice versa. Hence the importance of an examination before using preparations for the hair.

There is a very excellent means of learning whether or not your hair is a definite part of your attraction. Simply answer this question—

Do you look better with your hat on?

If you do, it's time to begin a vigorous wielding of the brush and towel.

## Correspondence

R. W.—It is not at all unusual for the ends of the hair to become dry and split after a permanent wave, and this condition is so unattractive, isn't it? However, I can give you the name of a preparation which is said to remedy it. It is an oil which is applied only to the tips of the hair where the dryness and splitting is so evident, and shortly you will not be bothered further.

"Did you read about those folks who were paralyzed from drinking Jamaica?" inquired Colonel Bozeman of the storekeeper the other night.

"Yes. Terrible, wasn't it?"

"Terrible, indeed," replied the Colonel. "I suppose," he added wearily, "that I'll have to reform and go to drinking vanilla."—*Portland Express.*

We'd like to have Floyd Gibbons with us some time when a subway guard closes the door in our face. He could tell him something in the time between the closing of the door and the moving away of the train.—*Judge.*



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WITH surprise and dismay, many a man still in his thirties, and many a woman younger than that, regards the tell-tale tinge of "pink" upon the tooth brush.

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## NICE FOOTWORK

### Let Me See Your Shoes and I'll Tell You What You Are

By MARIE-CLAIRE

WHAT a blessing it is that our aural capacity is so limited! Withdraw into yourself and listen, not to the voice beside you, but to the great overtone of noise between the acts at a theatre or even at a tea party. You are instantly in a terrible world where the clash of voices, like the biblical "sound of many waters" has a tendency to strike such awe to your heart you find yourself plunging back into a conversation in order to associate yourself again with your fellow men. There are all kinds of sounds one only hears if one listens for them. One is the tap, tap, tap, tap, repeated over and over again, which is the click of heels on concrete as the feminine workers of the world go their independent way. Tall girls, fat girls, slim girls, girls so fresh and young the paint seems hardly dry, girls who are girls no longer to anyone but their own mothers. They appear from every kind of conveyance between the hours of eight and nine a.m. in the downtown districts of every big city with something of the magic of the rabbits from the conjurer's hat. Bright-eyed, curled, scented, and decorated, how they achieve it all at that hour is one of life's several mysteries. There is no such thing as dressing for the time of day when you have to don at seven a.m. what you intend to swank about in at five-thirty p.m., hence the mild surprise of many an employer at the appearance of a costume suitable for a garden party, in the office at nine o'clock of a damp morning. Watch their feet as they trip past, above all watch their heels. After a little you will be able to sketch the face from a glance at the shoes. Slim spike heels on a strapless shoe of perishable kid—the curls, the tip-tilted nose, the orange rouge, and the so terribly temporary charm. The Cuban-heeled tie—the smart hat, and smooth wing of hair on the cheek, steady eyes, and a make-up that is art itself. The built-up leather heeled Oxford—glasses, powder, but no lipstick. The black satin slipper with its heel slightly canted—the too red mouth and darkened eye-lashes. It's quite amazing what our shoes reveal.

It will no doubt be a source of as much satisfaction to men as it is of indifference to women to learn that shoe-trade statistics prove the standard of female intelligence as rising. Low, or at least very much lower heels are now a high fashion for morning and street wear and the demand is even creating a supply of evening shoes built the same way. A wave of Fashion's wand can do in one season what years of orthopaedic advice has been unable to achieve. It really seems possible that women are learning to regard the pitch of a high heel as ugly, to admit they are tiring for all day wear, and conducive to that look of tension etched in fine lines round the eyes which support half the "Beauty Shoppes" in the Land. The slenderest of heels for evening if you will, but the sturdy Cuban for the day is fashion's latest word.

Whatever the basis for the feud between women and snakes the women are on top lately. The number of these and other reptiles which have lost their skins to keep her heels from bruises must run into billions. Python, water-snake, lizard and alligator are all still smart. Alligator especially is to be found this year in all the best shops and shoe cupboards. Dyed a very dark brown, or green, or black it looks extremely well with tweeds and the light weight woollen frocks of the moment. Three eye-let ties with a Cuban heel are the best fashion in this comparatively heavy leather—if one prefers a strapped shoe there is one model which uses it alone successfully; it has two straps with centre buckles. The other styles are more attractive with part of the shoe made of matching suede. It must be a well made shoe, well fitted, for alligator has very little if any "give", but it wears like iron and when it is comfortable to begin with makes the kind of shoe I really have to die with my boots on. Black reptiles are shown to wear with the oxford grey ensemble, the smartest being ciré python, a new bright finish on a very deep black skin. Sharkskin with its peculiar pebbly surface is smart, new, and expensive. All the lizards are still rated high, especially Java lizard, their tendency to turn yellow no matter how grey they begin is against them, and there doesn't seem to be anything to be done to prevent it, but they are the lightest of the reptile shoes and wear extraordinarily well.

Suede is the next noticeable fashion, a very effective one at this season dyed in the mellow autumn colours. All the browns, deep Burgundy red and dark greens are shown as well as an immense amount of the deep

dungeon black that can be achieved in no other leather. There is a certain suavity about a well made suede shoe, a note of luxury that goes very well with the turn of fashion to elegance and grace. Ties for the street or any informal occasion may be quite plain or trimmed with matching kid, one with a piped vamp line being exceptionally good looking. Opera pumps, many with the new lower heel, and some with cut steel buckles are shown by all good houses for the coming winter. It is the type of shoe Canadian and American women wear as no others can, and that is only made I believe, to perfection on this Continent. The French are inclined to over pitch them, the English arch is almost invariably poor, and Vienna and Florence have made their name with exquisitely handled straps. Swiss shoes sold extensively in England and in vast quantities in the theatrical district of London about Shaftesbury Avenue seem to stress effect not fit, which means nothing in a pump.

For evening the pump and the open shank slipper divide honours about equally. With the Greek type of gown very open sandals of satin, or of gold or silver kid look well while the Empire or Victorian period gowns demand a plainer cut shoe which may be of more elaborate material. A metal brocaded pattern so closely spaced on the vamp gives an all over effect, and widely spaced on the quarter makes an attractive shoe in white which dyes well, and an all over metal moiré gives an unusually lovely effect when dyed to match the gown. Less elaborate, but good style are white crepe de chine shoes with gold or silver kid trims and heels, and the finely corded failles which dye equal-

ly well. A few silver cloth shoes are worn with white. Satin has returned as the most popular silk fabric, with faille second and crepe de chine third.

As is to be expected the Russian vogue in coats and frocks and suits has led to the introduction of a new Russian boot. No longer a sort of half-baked riding boot, but this year a short Cossack boot in black or brown leather with a cuff around the ankle which fastens with a snap. Whether these will be worn in the coming cold weather remains to be seen, it depends, as an orthopaedic specialist was heard to remark grimly to a patient wearing high heeled slippers, on whether you regard your feet as means of locomotion, or instruments of sex appeal.

### The Shah of Persia

NADIR Shah, who is said to be negotiating at present for an extension of the Persian air service in Afghanistan, was proclaimed King of

his country last year, after the disturbance which led to the abdication of Amanullah. He originally served under Amanullah as Minister for War, and later, as Minister to Paris. A man of much ability, he is in favour of introducing modern European ways into Afghanistan, but he was an opponent of the haste with which Amanullah, after his European tour of 1928, attempted to force such reforms on the country. When the latter fled, Nadir put himself at the head of the loyal troops and defeated the usurper, Habibulla, subsequently proclaiming himself King. He was recognized in Britain in November last year.

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## MY CREAM HAS A SINGULAR GIFT FOR MAKING YOUR SKIN..

BY Frances Ingram

MY Milkweed Cream does quite a bit more for your skin than any other face cream I know. Like all good creams it cares exquisitely for the skin's surface, because it is a marvelous cleanser.

But, in addition, it is devoted to the health of your skin; it has the unique effect of making the skin texture finer. "Clears my complexion" . . . "So much smoother", are the phrases I meet most often in my correspondence with women who use Milkweed Cream.

The secret lies in the formula of Milkweed Cream. Its special ingredients care for the skin's health . . . its delicate oils cleanse and purify gently. Dullness and lines go. Youth comes to your skin!

My mannequin's six "stars" show the places where skin beauty is controlled. Study them in your own mirror, and start tonight, with Milkweed Cream, to have a healthier, lovelier skin.

### The Milkweed Way to Loveliness

First, apply Milkweed Cream generously. Leave upon the skin a few moments to allow its special cleansing and toning ingredients to penetrate the pores. Then pat off every bit. Next, apply a fresh film of Milkweed Cream and, following the six starred instructions below, pat the cream gently into the skin.

All drug or department stores have Milkweed Cream—50c and \$1. If you have any special questions on skin care, send for my booklet, "Why Only a Healthy Skin Can Stay Young," or tune in on "Through the Looking Glass with Frances Ingram," Tuesday 10:15 A.M., on CKGW, Toronto.



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LET MY MANNEQUIN AND HER SIX STARS PROVE THAT  
"Only a healthy skin can stay young"

★ THE FOREHEAD — To guard against lines and wrinkles here, apply Milkweed Cream, stroking with fingertips, outward from the center of your brow.

★ THE EYES — If you would avoid aging creases' feet, smooth Ingram's about the eyes, stroke with a feather touch outward, beneath eyes and over eyelids.

★ THE MOUTH — Drooping lines are easily defeated by firming the fingertips with my cream and sliding them upward over the mouth and then outward toward the ears, starting at the middle of the chin.

★ THE THROAT — To keep your throat from flabbiness, cover with a film of Milkweed and smooth gently downward, ending with rotary movement at base of neck.

★ THE NECK — To prevent a sagging chin and a lined neck, stroke with fingertips covered with Milkweed from middle of chin toward the ears and patting firmly all along the jaw contours.

★ THE SHOULDERS — To have shoulders that are blemish-free and firmly smooth, cleanse with Milkweed Cream and massage with palm of hand in rotary motion.

Frances Ingram,  
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Please send me your free booklet, "Why Only a Healthy Skin Can Stay Young," which tells in complete detail how to care for the skin and to guard the six vital spots of youth.

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## INGRAM'S Milkweed Cream

Suede is the next noticeable fashion, a very effective one at this season dyed in the mellow autumn colours. All the browns, deep Burgundy red and dark greens are shown as well as an immense amount of the deep



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### ENGAGEMENTS

The engagement is announced of Beatrice Florence, youngest daughter of Mr. and Mrs. George Haller, Preston, Ontario, to Henry Rex Burton of Barancho-bernia, Colombia, S.A., only son of Mrs. Burton and the late John Allen Burton of St. Louis, Mo.

Mrs. William Henry Comstock of Brockville announces the engagement of her daughter, Wilhelmina Henrietta to Major Harold Oswald Neville Brownfield, Royal Canadian Horse Artillery, son of the late Mr. and Mrs. Frederick Brownfield of Kingston, the marriage to take place on October 30th, 1930.



MISS ENID PALMER  
Debutante daughter of Col. A. Z. Palmer and Mrs. Palmer, Ottawa.  
—Photo by John Powis.



MISS SHEILA DONAHUE  
Debutante daughter of the late Judge T. D. Donahue, of Ottawa, Pembroke, and Mrs. Donahue, of Ottawa.  
—Photo by Paul Horsdal.

## THE SOCIAL WORLD

By ADELE M. GIANELLI

SOMEBODY—a very well-known personage—once said to me "The secret of unsatiated joy in life is to approach each day as an adventure." It is a gallant theory—making laughing cavaliers of us all—as to the lift of an adventurous tune one gallops through life on a prancing steed with high heart, rather than high hat, and the breeze of good-fellowship sparkling the eye. Then it is that one sees clearest the social world—the panorama is unsullied by trifling shadows—highlights with distinction gleam—and even smallest atoms are fascinating bits blending to the importance of the whole.

It was but thirty miles I ventured last week and to the prosaic it would seem nothing more than a mere trip to Hamilton—but the people I met, the scenes I saw—were stimulating glints of the social world and to me—who had not been in Hamilton since my three years abroad—it was an adventure! In fact, arriving at the station I felt as bewildered as *Peg O' My Heart*—only I had not even a Michael for company—Mr. David Strathcona Leon, the Alfredale familiarly known to his intimates as Leon (after a lazy Atlantic City waiter whose brown paws always dangled without a tray) having been left discreetly at home—not being in society—though he is as blue-blooded as the best of them! The innocent streets of Hamilton looked, to my unfamiliar eyes, a million times more confusing than the lights of London—so susceptible is one to habit—and had not Mrs. R. L. Innes's car halted me aboard I might have still been lost on the mountain!

Although there are not any wolves there, there really are—or were—Red Riding Hoods in Hamilton. At least, that is how last week's bridegroom, Mr. Robert Innes, referred in his amusing speech to the bewitching bridesmaids at his wedding to Miss Elizabeth Greening. They wore short crimson velvet coats, trimmed with white fox, over their long white satin gowns and crimson velvet toques—costumes decidedly more sophisticated than little Red Riding Hood's, designed as they were with the chic of Joseph and Milton. Though unfortunately I was unable to attend the wedding which had taken place two days previously, on October 1st, Miss Ki Innes, who had been one of the bevy, showed me hers in which, so Mrs. William Hendrie told me later, she looked especially lovely with her pretty fair hair.

Gatehouse, where Mrs. Hendrie lives, is a typically old country manor-house with its beamed gables and spacious rooms of luxurious friendliness. We popped in there for a little chat as Hamilton would not be Hamilton without seeing its foremost hostess who, while dressing to go to Toronto to see "Marigold", greeted us in a most delectable tea-gown. Its azure satin was the color of the "land of sky blue water" which seemed quite appropriate as we looked at snap-shots of her house-boat on French River. From the pictures, which were taken by Miss Isobel Ross, it must be a divine place for the house-parties which continued in series all summer and as one of the guests told me, it was a little bit of Scotland in Canada—with Pipers and everything!

Mrs. Harry Greening was giving a luncheon for her sister, Mrs. George Cole, of Montreal, on board their sumptuous cruiser in the Bay and later we motored to Chedoke—that gorgeous park on the plateau which is composed of the extensive grounds of three houses—these belonging to the Greenings, the Balfours and the Watsons. Nearby, too, is Mrs. A. V. Young's picturesque estate with its massive stone walls circling a leafy avenue of trees leading to fine commons where this expert rider has a number of hurdle-fences and brush-jumps erected.

Mrs. Greening's house, overlooking the city and far across the Bay, had yet the glamour of the wedding about it. The rose garden was showered with petals of confetti and within the artistic rooms were flowers galore. The sun room is an entrancing achievement of colours. Its buttercup-yellow walls are partly trellised with jade-green wood, which shade upholsters some furniture—other pieces covered to match the mauve, yellow and green chintz curtains. The tone of the mauve ring was enhanced by a huge urn of petunias on a jade-green ledge and great bowls of yellow roses rested on the jade mantel. With cupboard book-cases to enrich the paler shades with their bindings of blue and crimson—the colour scheme is perfect.

Mrs. Greening was telling me that her daughter Elizabeth, now Mrs. Robert Innes, had given her bridegroom as a wedding present a miniature of herself—done most excellently by Bennett Alder. His present to her was a diamond pin. They are honeymooning at Yama Yama Farms and, by the way, I heard that the bride's baggage, when it was going through the customs certainly was not allowed even bridal license as the custom officer with a stupidity unbelievable—almost—turned them topsy-turvy, commenting suspiciously on the *newness* of their contents. As if any bride ever honeymooned in old things, I ask you! Even young Alexandra, the small daughter of the house, was supercilious at their silly ignorance and as this is a society letter, in all justice I must here insert that Alex, with her pretty manners, bids fair to be the most captivating debutante of some years hence.

So far—only two Hamilton debs. are slated definitely for this season—Mr. and Mrs. William Southam's daughter, Mary, and Jane, the daughter of Mr. and Mrs. C. S. Wilcox. As both are attending the University—the former at McGill and the latter at Vassar, their coming-out party, it is to be a joint affair, will not be till the 29th of December at the Royal Connaught Hotel. There are rumors that perhaps Frances Moodie, Mr. and Mrs. James Moodie's daughter and Florence Rogers, daughter of Dr. and Mrs. Edward Rogers, may possibly make their debut, but most of last week's gossip was wedding news. Miss Betty Holton had given a kitchen shower—all sunny yellow; Miss Beatrice Langrill and Miss Kay Currie entertained at luncheon at the Golf Club; another luncheon was given for Miss Margaret Rawlings, of Montreal, by her hostess, the bride's mother, Mrs. Harry Greening; and a buffet dinner

for the wedding party by Miss Ki Innes.

The latter, who like an angel, motored me on "the grand tour," is going to spend the winter with her family at their Waterdown country-place—quite like the English custom of leaving town for the winter—a move which one trusts will not cost in proportion what it costs to "check out" in Siberia. Mrs. Pat Innes, whose brother Alan Plaunt, of Ottawa, was luncheon in Hamilton that day, was telling me that when he, with Mr. N. W. Rowell, attended that conference on Pacific Affairs last year in the Orient, he and Ramsay MacDonald's son, Malcolm, and Jack Southam, of Ottawa, with his sister, Margaret, left Tokio on a fortnight's expedition into Siberia. At one of the railway junctions—of unpronounceable name—it cost them the equivalent of \$25 to move their handbags from the hotel to the station! By the way, he imparted another piece of gossip not generally known... that Mr. Rowell was the only one of all the delegates representing the various countries who was privileged to have an audience with the Mikado, who, apparently, is hedged about with more ceremony than any other earthly potentate.

I heard of further activities of Canadians abroad when, later at *Idelwyld* Colonel and Mrs. Gordon Henderson's house, their daughter Audrey was speaking of her grandmother, Mrs. W. E. Sandford, who is now in England. *Idelwyld* is a stately old home with some acres of land in the very heart of Hamilton which has been built up since Mrs. Henderson went there as a bride to live. Sweeping lawns of parkland surround the house which has the dignity of tradition—its Pompeian room with its terra-cotta and green decorated walls in classic style being reminiscent of the Georgian period. From there, Audrey, who between visits abroad finds time to work enthusiastically at amateur theatricals, and I went on to dine with Sally Pierce at The Connaught where the latter has a bijou suite with a most fascinating boudoir done in green.

It was just the shade of a delicious bowl of pottery made by Anton Lang—the famous potter "Christus" of many Passion Plays—which Mrs. F. N. G. Starr brought from Oberammergau to her sister, Mrs. W. D. Ross. The latter showed it to me the other day when I was teasing at Ontario's Government House. Mrs. Starr had just returned that morning and we listened, breathless with interest, to her vivid description of the drama which has been enacted for four hundred years at Oberammergau. She and Dr. Starr stayed in the house of one of the chief characters, Herod—and thus were imbued with the very spirit of the place which must grip one intensely as the people there live only with one ambition in life—to take part in the great play. Even the small red-caps at the station wear long hair in anticipation of one day being chosen! The performance takes place in the open air, the actors wearing rubber-lined costumes, as weather-proof, but the audience sits under shelter, and, as well, under spell because as Mrs. Starr says "The hours from 8 to 12, continuing from

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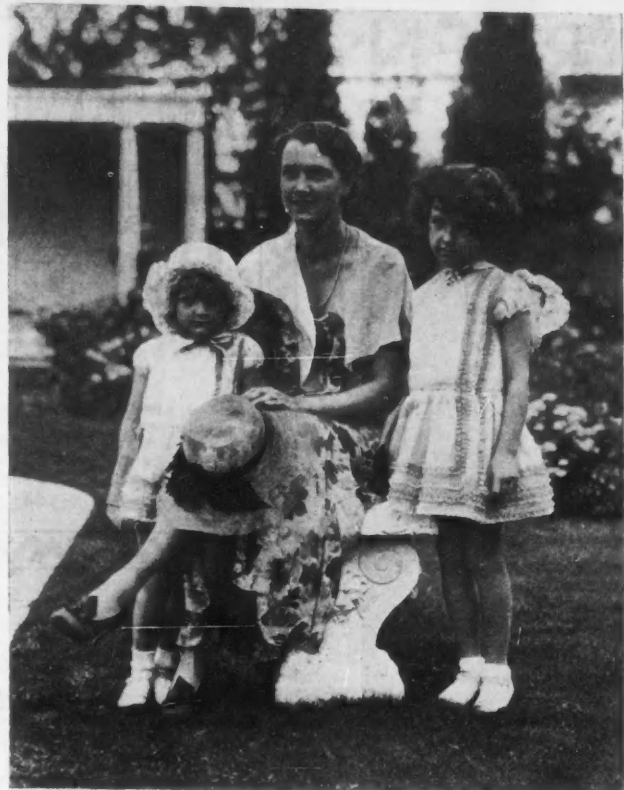
**White Star Line Canadian Service**

Mrs. David Dunlap, of Toronto, accompanied by her son, Mr. Moffat Dunlap, and her niece, Mrs. Hay Hodge, has sailed for England.

Mr. Gregory Merritt, of Toronto, left recently for England and the continent. Col. W. F. Eaton, of Toronto, sailed on the Empress of Australia with his daughter, Miss Ruth Eaton, and his son, and will spend some time in England.

Miss Pat Soper, who has been visiting her sister, Mrs. J. B. Nettlesfield, in Chicago, has returned to Toronto.

Mrs. J. E. Cooke, of Toronto, has sailed for England on board the An-



MRS. R. P. BAKER  
Of Vancouver, with her daughters, Jocelyn and Audrey, who has left to spend a year in Europe. She is the daughter of Major-General and Mrs. A. D. McRae.

2 to 6, pass in a trance as one becomes hypnotized by the exquisite poetry of these peasants under divine inspiration."

Young Tony German, standing at attention like a guardsman with his little heels clicked together, was a marvelous example of the power of concentration when he acted as page at the Avery-Francis wedding on the 4th. This took place at St. James' Cathedral, Toronto, and the bride, Jean Francis, looked so adorably pretty that it was a conquest for the U.S.A., Mr. Julian Avery being an American from Framingham, Mass. But as Colonel Henry Osborne said when brilliantly toasting the bride, "When the girl is so unusually lovely, as is Jean, people ask—'Is the man worthy of her?' but the answer to that is the question, 'Did he get her?'"

It was one of the jolliest wedding receptions, preceded by a choral service where the bridal procession harmonized beautifully with the mellow colors of the old Cathedral. Miss Betty Francis, the only "grown-up" attendant, was in peach georgette—a very French gown with velvet hat and the ushers (Mr. Tom Wilding was best man)—Mr. David Langmuir, Mr. William Yuille, Mr. William Scott Griffin, Mr. Kenneth Andras and Mr. Harry Grubbe found it highly diverting escorting the tiny flower-girls—Leslie Langmuir, Gillian German, and "Jo" Reade, whose Kate Greenaway frocks, as well as the page's satin suit, exactly matched the maid-of-honour's. By the way, Betty's arm, which she had the misfortune to break just a few days ago, was cleverly strapped, and quite decoratively, with ribbons to tone. Mr. Woodburn Langmuir, a cousin, performed the duty of giving the bride away with such Chesterfieldian sang froid that it was an achievement for one whose own daughter is far from marrying years and, in fact, Mrs. Francis herself, the bride's mother, looked amazingly young and ever so pretty in a brown velvet wrap and hat with corsage of brown orchids.

It is difficult to list all who were there—relatives and friends seemed to include all Toronto's old families—but everyone was rejoicing to see Mrs. Bay Arnoldi who has returned to live here after residing for some years in Montreal. Her sister, Mrs. Bishop—who was Mary Langmuir—came over from St. Catharines, Mr. and Mrs. Alec Porter came from Niagara Falls and Mr. A. J. Wright, accompanied by his guest Princess Sophie Gagarine of Paris, came from Buffalo. He, by the way, had Mrs. Latham Burns arrange a most enormous dinner-party at the Royal York as part of the wedding festivities. Col. and Mrs. Ewart Osborne, who knew the Princess at Dinard, were introducing her to Toronto Society and their daughter, Gwynneth, came on from the Kemble-Clute wedding at which she said the bride, Evelyn Clute, looked stunning. I believe she is an attractive brunette.

Mr. and Mrs. Eric Warren and her mother, Mrs. Bob Scott were with Mrs. George Porter and Mrs. Hamilton Jarvis accompanied Mr. and Mrs. Fred Jarvis who were enthusiastic about their recent trip abroad. The Italian Consul Chevalier Ambrosi and his wife; Mr. and Mrs. Stephen Haas; Miss Lucy Ashworth who said it was her first wedding since she officiated so decoratively at her sister, Elizabeth's; Mrs. R. J. Christie, Mrs. A. E. Beck and Mrs. Tim McAuley—a trio of handsome guests; Mr. and Mrs.

Carr Harris; Major and Mrs. Percy Arnoldi; Maj-General and Mrs. Victor Williams; Lt-Col. J. B. Maclean whose charming wife was not well enough to attend; Mr. Clarence Bogert; Lt. Col. and Mrs. John Langmuir; Mr. A. E. Dymont, Mr. D. L. McCarthy; Miss Margaret Scott Griffin, whose riding exploits abroad included being invited to ride with the Belgian team at an international Horse-Show; Mrs. Walter Barwick; Mrs. Holland and her debutante daughter Mary; Miss Nella Jeffers and Mrs. Douglas Hallam whose Muskoka house, I hope it is not too great a secret to divulge, is being used for the honeymoon; Mr. and Mrs. Andrew Maclean whose wedding-present—a set of the most lovely Italian plates caught my eye among the gorgeous array of gifts which also included numerous cheques; Mr. Barry Hayes with Mrs. Percy Hayes; Mrs. Roy Nordheimer; Miss Mary Williams; and of course Mr. and Mrs. Barry German, whose children were the little angels at the wedding, were just a few of "those present."

I think quite the most unusual feature of that fête was Colonel Henry Osborne's speech—made in his inimitable style. If everything else failed in converting one to matrimony—the promise that he, in his gallant, debonair fashion would toast one's luck—might lead to astonishing results! He made one actually believe that conjugal bliss is a path of roses, not a field of battle!

Apropos of military manoeuvres, the 48th Highlanders' Chapter of the I. O. D. E. held their annual bazaar on the 4th.—The Armouries echoed to mirth and the place was thronged with those who respond to the lure of heather—a whole tableful of which—the real thing—was presided over by Mrs. William Hendrie, Mrs. Ian Sinclair, wife of the Colonel of the regiment, Mrs. Bob Cory, Mrs. Bruce King, Mrs. Fred Macdonald, Mrs. Eric Haldenby, Mrs. Donald Bremner, Mrs. Alexander Macpherson, Mrs. Hugh Barwick and Miss Elizabeth Osborne were some of those in charge of the various booths.

Mention of the Armouries revives memories of the late Colonel H. J. Grasett whose passing on the 29th September bereaves many Toronto families. He was a well-known and beloved figure in the Grenadiers' Mess. The Grens., by the way, have refurbished their mess-room in gorgeous style—displaying some fine banners and war-trophies and the portrait of Colonel Henry Brock by Kenneth Forbes, A.R.C.A., is a handsome addition to their collection of pictures of commanding officers. Lord Willingdon, I believe, is coming here on October 25th to make a presentation to the Grenadiers and a gala function is being planned.

Lt. Colonel John Langmuir, O. B. E., who commands the Queen's Own Rifles, was telling me of their thrilling plans for their annual military Ball on November 21st. They have taken the whole ballroom floor of the Royal York and are sending invitations to officers of outlying districts so that it promises to be the greatest reunion of the military set to be held this year. As Toronto debutantes are mostly entertaining at afternoon receptions, and dances are far fewer than last year, this Ball will undoubtedly create much excitement not only among the military crowd but also the younger set.

H.R.H. the Duke of Gloucester is shortly sailing for Aden en route to Abyssinia to attend the Emperor Ras

Tafari's coronation. He sails by the S.S. Ranpura which has been going through many alterations to accommodate the secretarial work of his suite which includes Lord Airlie, Major "Rony" Stanforth, who has many friends in Canada and who was previously H.R.H.'s equerry, has now assumed the duties of Comptroller of the Household to the Duke. They say that competition is very keen among rich Americans to travel by the "Ranpura" when it carries its royal passenger.

Lady Rachel Stuart's son, David, is to act as page at the wedding of the Marquis of Waterford to Miss Juliet Lindsay, a relative of Lord Tredegar at whose home in Carlton Gardens the reception will be held on October 14th. David is an adorable child who rides his pony with all the temerity which distinguished the horsemanship of his mother, Lady Rachel, when she was at Rideau Hall with her parents, the Duke and Duchess of Devonshire. Lady Katherine Fitzmaurice, another of the bridal retinue at the Waterford-Lindsay wedding, is a debutante this year, her mother, Lady Lansdowne, having presented her at the May Court. She and David Stuart are second cousins as Lady Lansdowne is a sister-in-law of the Duchess of Devonshire. The Lansdowne's country seat in Wiltshire is noted for its beautiful Italian gardens which ornament the facade of Bowood which was designed by the Brothers Adam after the palace of the Emperor Diocletian on the Adriatic.

Canadians in London are particularly interested in the arrangements now being made for the Hallowe'en Ice Carnival taking place in London on the 31st. Last year the Prince of Wales attended it and it is likely that he will again be present. The Duchess of Sutherland is planning a midnight cabaret on the ice. London has gone skating mad! There are nearly a dozen rinks already going strong and recently a syndicate has acquired no less than forty sites between Bristol and Aberdeen with a view to installing artificial ice plants. But what is more unique than that, is the School for Ski-ing which has arrived in the West End. On an undulating floor of polished pine the rudiments of balance and the intricacies of telemarks are practised on skis fitted with wooden wheels under the supervision of Swiss professionals.

One of the interesting engagements of the "Little Season," as the autumn is called in London, is that of Miss Angela Larnach-Nevill to Mr. Mark Milbank. Miss Nevill was considered one of "the" beauties of the year when she came out a couple of years ago and among those who helped to make her debut of "such things as dreams are made of" was her relative, Lord Richard Nevill, who entertained lavishly in her honour. She is a daughter of Major Larnach-Nevill and Lord Richard is remembered affectionately by numerous Canadians who got to know him well when he was of the entourage at Government House, Ottawa, during the Devonshire régime.

Gerald Du Maurier and Gladys Cooper! The names of two stage stars which make the female and the male theatre-fan go all of adither as the case may be. What havoc is being wrought now that they are playing together. "Cynara" is the

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name of the new play in which they have opened at The Playhouse, London. It is the eternal triangle and alas! the lovely Gladys comes to a bad end. However, there is consolation for female fans in the fact that the impeccable Gerald is actually no blackguard but remains true to Clementine—or "Clemency" as the wife is suitably called.

Montreal gossip has it that Lady Allan will give a dance in her perfect-

ly scrumptious ballroom at Ravenscraig for Miss Rosanna Todd—one of this year's debutantes. The date is not set yet but it was being discussed as early as this summer down at Caccouna for when two or three debs are gathered together there is not much left to the imagination!

I hear that a catastrophe overtook the magnificent basket of fruit which Mrs. McNider, the wife of the Ameri-

(Continued on Page 42)



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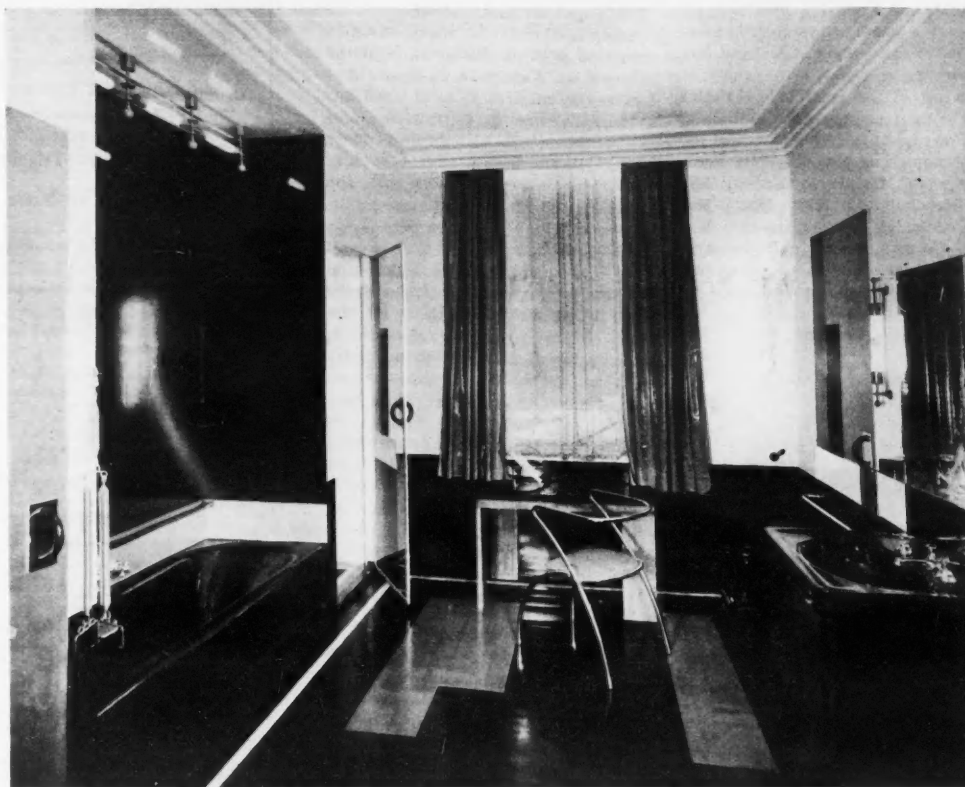
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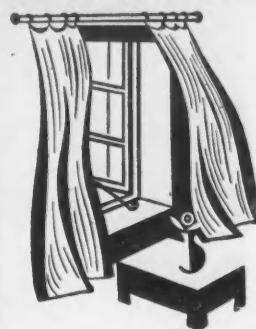
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The furniture of mahogany and Lubinga woods with unbroken surfaces has aluminum handles. The effect is severely masculine but utility and labor-saving are the keynotes for the design. All three rooms designed by S. Chermayeff.



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## IF WINTER COMES

And no doubt it will—therefore  
let us think of bulbs

By ADELE M. GIANELLI

THE unsuspecting may think that Spring is the season in which to plan the bulb garden but the gardener knows that due deference must be paid to Mother Nature and now it is that one prepares with her the layette for bringing these joyous little love-babies to light. For the tiny golden heads of crocuses, the curling tendrils of Tulips, the azure eyes of Scillas are the darlings of the Spring garden which the downy swan-down of snow has cuddled throughout the Winter. The funny little brownish knobs planted in October with care and forethought will bring Spring magic later and Nature arranges that the timely season for preparation should be while yet the memory is poignant with visions of this year's garden—before the "sere and yellow" has deadened the dreams of Spring.

For the good gardener realizes that perfection in gardening is achieved by ceaseless toil. There are few "off-days" in the calendar—manual labor is alternated with mental criticism and plans for improvement are made on paper during the flowering season in order that while the bloom is still fresh, color schemes may be inspired for the succeeding year. There is not a moment to be lost and now in October, with the sweetness of summer sun still upon us—vibrant with the tune of garden harmony—we compose a Melody of Bulbs for our next Spring Song. The planting of them now is the orchestration.

Bulbs really require more judicious handling than any other flowers because they are dependent on display for main effect. A sparse group here and there are merely insignificant and with large groupings one's imagination frequently runs riot and, in a burst of exuberance, a medley of color results in a patchwork quilt. Moreover, it is a tedious and lengthy project to remedy mistakes in the bulb garden as it means waiting a whole season to rectify them, though other flowers may be transplanted at will.

So it is that one approaches the task in hand with not only a formidable trowel but with an open mind free of the inhibitions which have circumscribed bulb gardening in the past. For gone are the days when Tulips must be mustered like squads of orphans on parade before an institute and Hyacinths taught primly to say prunes and prisms. Self-determination now decrees that flaming youth will have its way and Tulips flamboyantly flaunt their character in conjunction with demurely fragrant sisters; while Hyacinths, lost forever to Victorianism, have adopted art moderne and, being by nature slightly stiff, have made an asset of their liabilities as with a chic make-up they conform most elegantly to the paths of formal gardening.

To the majority of people, Tulips embrace the whole family of Spring-flowering bulbs. Alas! that they have never had the thrill of seeing the tiny Snowdrops (Galanthus) peeping through the snow. The yellow winter Aconites are next in hardness, coming up in March. Just think of it—little tufts of golden sunshine breaking through that crusty old earth! Then Chionodoxa—aptly called "Glory of the Snow"—follows, to be succeeded by the Crocus. Crocus and Croesus used to be confused in my childish mind—they would get so mixed up! but after seeing the turf of Hyde Park, London, studded with these tiny jewels, there seemed to be a true analogy between the words. A lawn of Crocuses must surely make one pass the rich as Croesus—if only in happy thought!

Not till recently did Scilla Siberica visit my garden but its twinkling blue-bells which like partial shade, will always find a home under the shrubs down the woodland walk. Once planted, undisturbed they grow stronger and more beautiful each year.

The Narcissus family, such as Daffodils, Jonquils and the Poets' Eye Narcissus are too often used merely for potting in the house. If there is a corner of the lawn, partially shaded, that needs cheering, take up the turf in squares, throw in some Narcissus bulbs and as you have done of cheer so will you reap. They are valuable for naturalizing in great drifts under trees and without any further attention will shower a glory of gold and white in dappled sunshine.

Hyacinths are more fussy and are better lifted after blooming as they deteriorate quickly. Thus they are best within the formal contours of the paved terrace or supplementing the geometrical design around a

formal water-garden where their fragrant bells may tinkle in tune with the foundation. Muscari or Grape Hyacinths are frolicking, less conventional flowers, for covering a bare spot. They are the famous blue-bells of Kew which carpet the meadows of the Queen's Cottage like Elysian fields. In their exquisite purity of celestial blue they have inspired more poetry and more paintings than any other spring flower in England and might well be more cultivated here as they withstand even the severe winters of Ottawa.

Anemones, though rather delicate, can be protected successfully if the hardier St. Brigid variety is chosen and one only needs see their graceful flowers to love them. Friends have been lucky with the Spanish and English Iris whose lovely form and coloring make them the aristocrats of the Iris family—but usually our Spring rains batter their fine texture and they cannot combat with our coarser climate.

Then we come to the Tulips—the most popular because the best-known of Spring bulbs. Tulips are such wonderful chalcids of colour that it is not just a matter of choosing them like so many red, yellow and blue balloons and clustering them as such. Arranging them is a subtle art—a fascinating task ever developing new possibilities—color schemes perhaps suggested by a gorgeous sunset—even a Paris frock (if Paris frocks and unsophisticated gardeners ever mingle!)

A restless riotousness irritates, however, repose being essential to a garden and so that mania for red Tulips is to be avoided at all cost. A garden is a picture and if one clutters it with too many elements of interest—no matter how lovely each separate one may be—its complete beauty is lost through the variety of demands made upon one's attention.

One Tulip garden is specially remembered as possessing a personality all its own. It was so exquisite—like a beautiful song that cheered one in the morning, stimulated of an afternoon and soothed in the twilight—appealing to every mood. It may offer some suggestions for another's garden as it illustrated a valuable factor—that of carpeting the ground beneath the Tulips with other plantings.

A high stone wall surrounding the irregular border was thrown into relief by the rich green of a neighbor's pine trees. To lighten the composition some flowering Dogwood was massed for starry bloom and Prunus Triloba was used as several points of accent. To the north and east, just within the boundary, this garden was blessed by a couple of old cherry trees and one gnarled apple and the landscape artist said she took the apple-blossoms' fragrance for her keynote of the theme. In one corner close to the wall grew Weigella trailing its rosy arms across the soft grey of the coping stone and Deutzia contributed her party-frills of white. But the Tulips! They drifted in clouds of colour starting with the rose of Clara Butt, melting into the amethyst of the great Viking, the deeper flush of Morales and burnished brightly with the golden of Bronze Queen. Pink Flamingo mingled with the early Iris and the dark heliotrope and lighter lilac of the tall Ergustus were major notes. In the gorgeous mass of glowing iridescence creamy Iris and soft yellow Primulas blended with the pointed yellow tulips, clouding into the old gold of Jaune d'Oeuf and trailing into the rainbow tints of the Rembrandt Undine next to the blue Darwin Valentine.

The colours were not blended in block groups but mingled in a symphony of harmony chorded by the ground-planting of other Spring flowers in variety. There were solid mats of deep blue Violas under purple Tulips; purple pansies lay prone beneath the charms of Iris. Forget-me-nots nestled against the delicacy of pink-throated Tulips; Rock Cress and foaming Arabis lapped the beauty of Picotee; Aubretia, in company with Californian Blue-bells, vied for favors from Margaret, that ethereal Tulip; and Saponaria blushed in ecstasy where Murillos trumpeted the occasion.

A small pool with sky-blue painted tiles centred the paved plaisance and around its rim clustered Scillas and pink English Daisies with clumps of rosy Tulips to mark the corners. In the heart of this garden danced the spirit of Spring! In our October garden wherein we work now, the chill breath of Autumn pervades but what care we if Winter comes—the Spring song sings in the heart of the bulbs!



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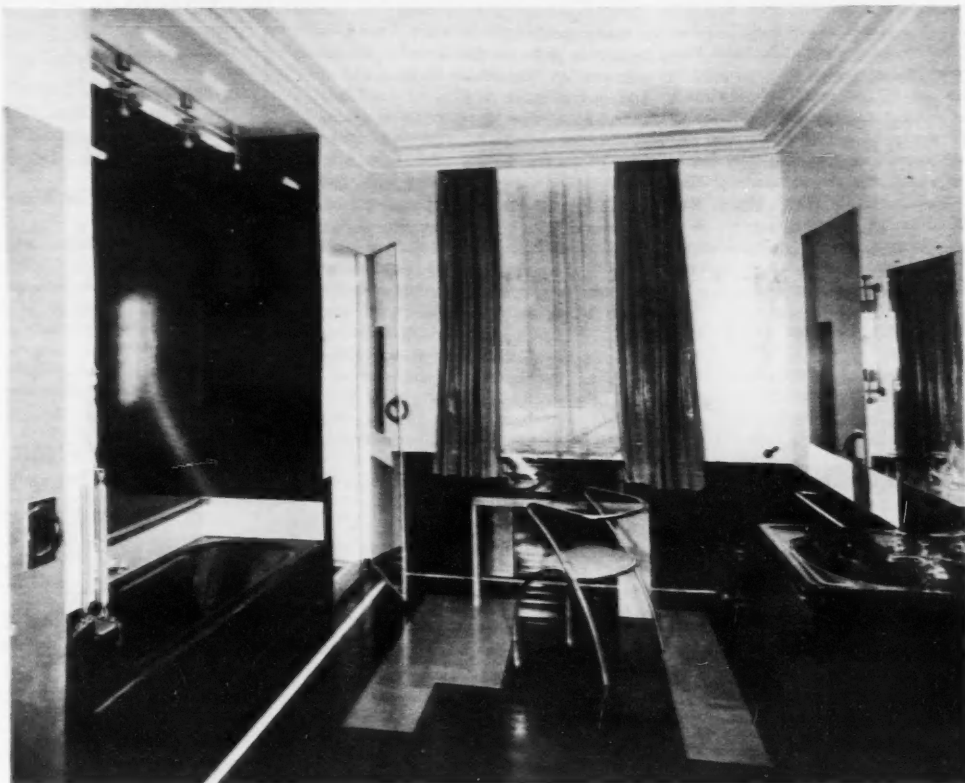
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UNFADABLE  
LIGHT ARTIFICIAL SILK CLOTH

SUNDOUR Furnishing Fabrics obtainable from Stores, Furnishers and Interior Decorators. A card to MORTON SUNDOUR FABRICS CANADA LIMITED, 79 Wellington Street, West, Toronto, Ontario, will bring the address of the nearest agent.

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**Cuticura**  
SOAP  
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CLEANSING ANTISEPTIC SOOTHING  
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### The LAMP to dress by



A GAY evening in prospect . . . dancing . . . a late supper. . . Just now, you're adding "the finishing touch." But are you peering close up to your mirror . . . eyes puckered . . . forehead wrinkled just a little? Better use Edison Mazda Lamps. Their caressingly soft light banishes eye-strain and helps you look your best always.

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By ADELE M. GLAVELLI

THE unsuspecting may think that Spring is the season in which to plant the bulb garden but the gardener knows that due deference must be paid to Mother Nature and now it is that one prepares with her the avenue for bringing these joyous little love-babies to light. For the tiny golden heads of crocuses, the spring tendrils of Tulips, the azure eyes of Scillas are the darlings of the spring garden which the downy swaddown of snow has cuddled throughout the Winter. The funny little brownish knobs planted in October with care and forethought will bring Spring magic later and Nature arranges that the timely season for preparation should be while yet the memory is poignant with visions of this year's garden—before the "sere and yellow" has deadened the dreams of Spring.

For the good gardener realizes that perfection in gardening is achieved by ceaseless toil. There are few "off-days" in the calendar—manual labor is alternated with mental criticism and plans for improvement are made on paper during the flowering season in order that while the bloom is still fresh, color schemes may be inspired for the succeeding year. There is not a moment to be lost and now in October, with the sweetness of summer sun still upon us—vibrant with the tune of garden harmony—we compose a Melody of Bulbs for our next Spring song. The planting of them now is the orchestration.

Bulbs really require more judicious handling than any other flowers because they are dependent on display for main effect. A sparse group here and there are merely insignificant and with large groupings one's imagination frequently runs riot and in a burst of exuberance, a medley of color results in a patchwork quilt. Moreover, it is a tedious and lengthy project to remedy mistakes in the bulb garden as it means waiting a whole season to verify them, though other flowers may be transplanted at will.

So it is that one approaches the task with not only a formidable task but with an open mind free of the inhibitions which have circumscribed bulb gardening in the past. For gone are the days when Tulips must be mustered like squads of champions on parade before an instilled and Hyacinths taught primly to sit primly and prisms. Self-determination now decrees that flaming red will have its way and Tulips unobtrusively flaunt their character in conjunction with demurely fragrant sisters; while Hyacinths, lost to Victorianism, have adopted modern and, being by nature a little stiff, have made an asset of their liabilities as with a chic make-up they conform most elegantly to the paths of formal gardening.

To the majority of people, Tulips are the whole family of Spring-flowering bulbs. Alas! that they have never had the thrill of seeing the tiny Snowdrops (Galanthus) peep through the snow. The white winter Aconites are next in March, coming up in March. Just look at it—little tufts of golden buds breaking through that cold old earth! Then Chionodoxa—called "Glory of the Snow"—seems to be succeeded by the Crocus. Crocus and Crocus used to be confused in my childish mind—but they would get so mixed up! but they were the turf of Hyde Park, studded with these tiny jewels, there seemed to be a true analogy between the words. A lawn of Crocus must surely make one pass as Crocus—if only in happy thoughts!

So all recently did Scilla Siberica grace my garden but its twinkling blue-bells which like partial shade, always find a home under the shade down the woodland walk. Now planted, undisturbed they grow stronger and more beautiful each year.

The Narcissus family, such as Daffodils, Jonquils and the Poets' Eye are too often used merely for pointing in the house. If there is a corner of the lawn, partially shaded that needs cheering, take up the turf in squares, throw in some Narcissus bulbs and as you have a cheer so will you reap. They are valuable for naturalizing in that drifts under trees and without further attention will shower a spray of gold and white in dappled sunlight.

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Anemones, though rather delicate, can be protected successfully if the hardier St. Brigid variety is chosen and one only needs see their graceful flowers to love them. Friends have been lucky with the Spanish and English Iris whose lovely form and coloring make them the aristocrats of the Iris family—but usually our Spring rains batter their fine texture and they cannot combat with our coarser climate.

Then we come to the Tulips—the most popular because the best-known of Spring bulbs. Tulips are such wonderful chameleons of colour that it is not just a matter of choosing them like so many red, yellow and blue balloons and clustering them as such. Arranging them is a subtle art—a fascinating task ever developing new possibilities—color schemes perhaps suggested by a gorgeous sunset—even a Paris frock (if Paris frocks and unsophisticated gardeners ever mingle!)

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heirloom silver when it  
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Because it is a pure vegetable  
compound, Nonsuch Silver  
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Choose also the  
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**Nonsuch**  
SILVER CREAM

WEAR-EVER  
ALUMINUM  
TRADE MARK  
Made in Canada



Emmanuel Bonnici, veteran chef on "The Confederation," in his "Wear-Ever" equipped kitchen.

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## The Dining Cars of the Canadian National

"LARGEST RAILWAY SYSTEM IN AMERICA"

### are equipped with "WEAR-EVER"

IT'S almost bedtime as "The Confederation" slips out of the station on its thousand-mile run, and, long before you wake up in the morning, the chefs will be busy in the dining car. For everything on the menu must be ready when "First call for breakfast" is announced. The food served at every meal must be wholesome, appetizing, delicious. The travelling public must be pleased.

The Canadian National uses "Wear-Ever" Aluminum Cooking Utensils extensively on all its dining cars—

another famous name added to the long list of Canadian institutions where "Wear-Ever" is standard equipment.

These large users have found that "Wear-Ever" gives lasting service and complete satisfaction in their kitchens. It will give you exactly the same service in your home kitchen.

All the utensils you will ever need may be purchased in genuine "Wear-Ever" Aluminum from any good hardware or department store . . . including the new extra-thick ones for Waterless Cooking.

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Ask your dentist what he thinks about HUTAX tooth paste. He will tell you to use HUTAX—regularly. Canadian dentists recommend HUTAX because it is the fruit of research by the Canadian Oral Prophylactic Association, whose work is the spreading of mouth health education. In HUTAX they have created a definite contribution to better, whiter, cleaner teeth.

The New HUTAX Tooth Brush also is scientifically correct.

**THE NEW  
HUTAX  
TOOTH PASTE**



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With Seven Sutherland Sisters Hair and Scalp Cleaner—Results Dandruff and dirt gone, hair roots cleansed and nourished. Absolutely pure ingredients and manufactured expressly for the hair. Successive washings show how good it is. At your druggist, 50c or send 10c for sample.

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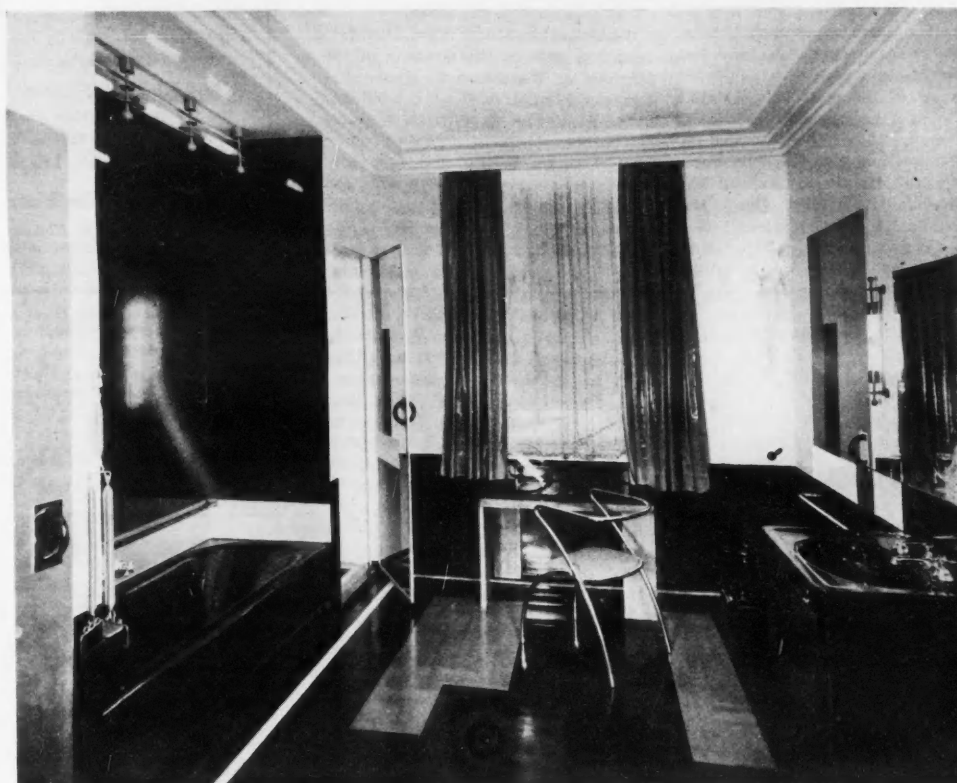
## HOUSE AND GARDEN

The accompanying photographs of rooms designed by S. Chermayeff, Paris, show what modernism is doing for the strictly masculine flat.



### A Man's Flat . . . . .

Concealed lighting is the feature of this reception room shown above. Pillars of light form the supports of the wall-cupboard—these being cubes of opaque glass lit from within. Concealed lights give intriguing contours to the mirrored mantel, the mirror-face of which shows a clock. And the silver and green rug denotes the colour-scheme of the furnishings.



Designed by S. Chermayeff. Of black marble with silver fittings and white walls it gleams with austere efficiency. But a brilliant note of colour is skillfully introduced by scarlet oil-cloth curtains which are reflected effectively in spacious mirrors. Scarlet tiles in geometric design add interest to the floor of black marble.

### . . . A Man's Bathroom



### A Man's Bedroom . .

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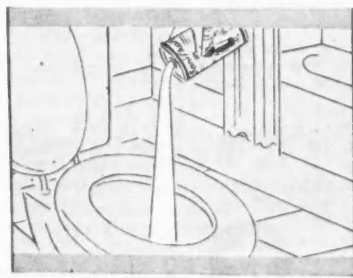


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So Safe!



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SILVER CREAM



Emmanuel Bonnici, veteran chef on "The Confederation," in his "Wear-Ever" equipped kitchen.

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## THE SOCIAL WORLD

(Continued from Page 39)  
can representative at Ottawa, was presenting to Her Excellency, Lady Willingdon, before she left on tour for the Maritime provinces. A wonderful spray of orchids was placed on top of the fruit, but in opening the wrappings, the orchids under a covering of tissue-paper, fell by the wayside—hiding their light under a bushel, as it were—and were never seen again!

The week before Their Excellencies left for the Maritimes, October 2nd, they entertained the following at Government House—Sir. William and Lady Clark, Colonel and Mrs. H. H. Matthews, Group Captain and Mrs. E. W. Stedman, Miss Dillon, Mrs. Douglas Armour of Vancouver, who dined at Rideau Hall on September 28th; Major-General and Mrs. J. H. MacBrien and Mr. and Mrs. C. A. Magrath dined on another night; and the following had the honour of luncheon—Hon. G. S. Henry, acting Premier of Ontario, Hon. W. Finlayson, Lt. Col. the Hon. G. V. Lansell, Mrs. Lansell and the Misses Lansell of Melbourne, Australia, Mr. Antony Vickers of London, England and Monsieur and Madame Arthur Beauchesne.

Some of the features of the social programme prepared for the entertainment of those attending the Imperial Conference in London are—a military display at Aldershot on October 11th; a dinner by the Association of British Chambers of Commerce, Federation of British Industries and United Chambers of Shipping on October 14th; the Salters' Company dinner on October 22nd; the Middle Temple dinner on October 23rd; Display of Royal Air Force and civil aeroplanes, October 25th; State opening of Parliament, October 28th; afternoon party at Buckingham Palace, Oct. 29th; Irish Free State Reception, October 29th; Banquet at the London Guildhall by the League of Nations, October 30th; Dinner by the Empire Parliamentary As-

sociation, October 31st; Naval Display off Portland, November 1st; Lord Mayor's Banquet November 10th.

Miss Vivian Scott, daughter of Mr. and Mrs. Harry Alwyn Scott, and Capt. Ernest G. Weeks, son of the late Major and Mrs. W. A. Weeks of Charlottetown, P. E. I., were married on Saturday afternoon, October 4th, in St. Paul's Anglican Church, Toronto, which was decorated with palms, ferns and masses of Easter and calla lilies. Tall standards of the ferns and white flowers marked the guests' pews, and the same flowers were used on the altar. Venerable Archdeacon Scott of Quebec, and the Very Rev. Dean Carlisle of Montreal, officiated. The bride was given in marriage by her father, and she wore a graceful gown of ivory satin, a Patou model especially designed for her. The bodice was moulded to her figure and the skirt was long and full. Her train of the satin which was lined with ivory chiffon, was very long, and over it was draped the veil of ivory net caught with a bandeau of seed pearls. The gown was embroidered in the pearls, and they were used also for the looped girdle. Her flowers were calla lilies. Attending the bride were Mrs. Glenholme Hughes, matron of honor, Miss Betty Ellsworth, Mrs. Eaton Burden, Miss Marjorie Ridout, Miss Lorraine Morgan of Montreal, and Miss Marjorie Sinclair, bridesmaids. They wore similar frocks of silver green velvet fashioned with fitted bodices and full skirts lengthening into short trains. Their hats were of the velvet, turned off the face, with a deep brim extending over the right shoulder and trimmed with a bow of bronze ribbon. They carried large arm bouquets of bronze 'mums. The best man was Capt. J. E. Genet of Ottawa, and the ushers were Capt. R. A. H. Galbraith, Capt. H. E. Taber, both of Ottawa, Capt. W. H. Macklin, Lieut. G. W. Smart and Lieut. C. G. Chapman. The wedding music was played by Dr. Crawford, and while the

register was being signed, Miss Winnifred Hicks-Lyne sang. As the bridal party left the church, a military guard of honor formed an arch of swords from the doorway to the car. The reception was held at the Eglinton Hunt Club, where the decorations were carried out in ferns and palms, with flowers of pastel shades. Mrs. Scott, mother of the bride, received wearing a handsome costume of wine-shade velvet, with tiered skirt graduating into a short train and matching felt hat. She wore a corsage of Talisman

roses. Mrs. Frank Beer, aunt of the groom, also received with the bridal party, and her gown was of French blue velvet with hat of the same material. She carried an arm bouquet of Richmond roses. The wedding cake was cut by the bride with the sword carried by Capt. Weeks' father. Later the bride and groom left for a two weeks' motor trip, the bride traveling in a Lucien Lelong ensemble of brown broadcloth banded and collared with kolinsky fur, and brown felt hat. On their return, Capt. and Mrs. Weeks will live in Ottawa.

Miss Peggy Jones, daughter of Mr. and Mrs. Simeon Jones, Garden Street, Saint John, entertained in honor of Miss Jean Angus, a prospective bride whose wedding took place early in October. The delightful party, in the form of a luncheon bridge was held at the Riverside Golf and Country Club on Friday and guests to the number of forty were present. The luncheon table was artistically arranged with late summer flowers. The prizes for bridge were awarded to Mrs. F. Patterson Coombs and Miss Jean Angus. Those who enjoyed the young hostess's hospitality included Miss Angus, Mrs. S. Ronald Jones, Mrs. F. Chipman Schofield, Mrs. Gerald Anglin, Mrs. John McCready, Mrs. F. Penniston Starr, Mrs. George Hudson, Mrs. A. Stuart White, Miss Daphne Patterson, Miss Viola McAvity, Miss Margaret Henderson, Miss Lois Fairweather, Miss Frances Robinson, Miss Ruth Harrison, Miss Mary Murray, Miss Margaret Tilley, Miss Constance White and Miss Rachel Armstrong.

Mrs. E. R. Teed of Woodstock, N. B., gave an enjoyable bridge party on Thursday evening for her guest Miss Katherine Phair. The prizes for bridge were won by Mrs. J. A. F. Garden and Mrs. H. A. Seeley. The guests were Miss Phair, Mrs. E. W. Mair, Mrs. Thane Jones, Mrs. Creighton, Mrs. B. Harry Smith, Mrs. H. A. Seely, Mrs. J. A. F. Garden, Mrs. George Mitchell, Mrs. W. D. Franklin, Mrs. C. J. Jones, and Mrs. A. E. Raymond. Assisting the hostess were Mrs. Frank Mitchell and Miss K. Lingley.

General and Mrs. A. D. McRae of Vancouver and Mr. and Mrs. R. P. Baker, the latter was formerly Miss McRae, intend spending the winter abroad. Mr. and Mrs. Baker have already sailed and before their departure were much fêted at Vancouver functions which had the dual rôle of being farewells to both the latter and General and Mrs. McRae. A dinner party of thirty was given by Mrs. J. W. Stewart at "Ardvar"; Mrs. E. W. Hamber entertained at a huge tea-dance at "Greencroft"; Mrs. Lefevre Baker was hostess at the Jericho Golf Club; Mrs. Raymond Phelps gave a tea; Mrs. Norman Lang, Mrs. W. G. Mackenzie, Mrs. A. T. Maclean, Mrs. George Martin and Mrs. Philip Wilson each gave dinner parties; and Mr. Pat Fraser entertained at a stag dinner for Mr. Baker, Colonel Victor Spencer was host at a week-end party at his Lytton ranch in honour of General McRae.

All Saints' church, Hamilton, was the scene of one of the early autumn's most interesting and beautifully appointed nuptial events on October 1st, when Elizabeth Powis, eldest daughter of Mr. and Mrs. Harold Benjamin Greening, of Kellogg, Chedoke, became the wife of Mr. Robert Hamilton Innes, second son of Mr. and Mrs. R. L. Innes. Rev. Dr. W. W. Judd officiated, in the presence of a large num-

ber of guests, many of them being from out of town.

The church transformed into a bower of flowers and greenery, formed a fitting background to the youthful bride and her bevy of lovely attendants. White and pink chrysanthemums, Easter lilies, Bonny Bess roses and boltonia were used in profusion, standards filled with these flowers adorning alternate ends of the pews of the main aisle, with low bouquets varying the decoration. In the windows were low baskets filled with boltonia and pink gladioli, and on the walls and pillars wall pockets held the same flowers. The chancel was banked with palms and ferns. The altar vases held masses of roses, lilies and chrysanthemums. Mr. Elliott presided at the organ, playing the wedding music, and Mr. Herbert Main sang during the signing of the register.

The bride, who was lovely in white and silver, was given in marriage by her father. Her wedding gown, of white satin, made on classical lines, was very long, with tight bodice and close-fitting sleeves. Over it fell her veil of tulle brocaded in silver, the cap being edged with white silver trimming. Her large arm bouquet was composed of white roses, lily of the valley, white orchids and maidenhair fern, tied with silver ribbon. She was attended by Miss Elizabeth Holton as maid of honor; Mrs. James Weir Thomson, Miss Mary Southam, Mrs. Owen Greening and Miss Kathleen Innes. The best man was Mr. Murray Snyder of Waterloo, and the ushers were Messrs. Owen Greening, H. B. Soanes (Waterloo), Earl Davey, James W. Thomson, and D. L. Innes.

The bride's attendants formed a charming group, all costumed alike in white satin frocks which touched the ground, and formed small pointed trains at the back. Their hip-length coats of red velvet were Russian in character, fitted in at the waist and flaring smartly below, and edged with white fur. Their red shoes had silver heels, and their tight-fitting, off-the-face hats of red velvet were brimless, dipping sharply at one side and scalloped at the edge. They carried arm bouquets of white chrysanthemums and red zinnias, tied with white satin streamers.

Following the ceremony, a reception was held at Kellogg, which was decked with gay flowers. Mrs. H. B. Greening received in a strikingly handsome Lanvin costume of ruby red, the frock of crepe romaine being worn under a graceful wrap of velvet of the same jewel shade. The wrap, hip-length in front, and richly collared and cuffed in brown lynx, ran to two long panels in the back, which were edged with lynx. Her hat of velvet matched her wrap. She carried a sheaf of bronze zinnias. Mrs. R. L. Innes, mother of the groom, wore a very smart black velvet costume, with Russian blouse of white moiré velvet, and chic draped toque of white velvet. Her flowers were pink roses, mauve orchids and lily of the valley.

Mr. and Mrs. Samuel W. Abbott are occupying their apartment in the Claridge, Toronto.

Their Excellencies before leaving on their Maritime tour entertained at a dinner party to which the following had the honour of being invited—

The Hon. R. J. and Mrs. Manion, Hon. H. S. and Madame Beland, Hon. W. J. and Mrs. Roche, Hon. Ernest and Madame Lapointe, Hon. Charles and Mrs. Stewart, Hon. A. C. and Mrs. Hardy, M. Henri Coursier, Colonel the Hon. G. V. and Mrs. White, Hon. Mr. Justice and Madame Fortier, Mr. Armand and Madame Lavergne, Mr. and Mrs. F. A. Acland, Brigadier and Mrs. W. B. Anderson, Mr. and Mrs. T. C. Bate, Mr. and Mrs. A. E. Blount, Mr. and Mrs. A. D. Cartwright, Mr. and Mrs. F. H. Chrysler, Judge and Madame Constantineau, Mr. W. D. Charlesky of Paris, France, Colonel and Mrs. R. M. Courtney, Dr. and Mrs. J. N. Coolidge, Colonel and Mrs. R. Y. Douglas, M. de Feo of New York, Mr. and Mrs. T. R. Enderby of Montreal, Mr. and Mrs. G. D. Finlayson, Mrs. E. Fletcher of Victoria, B. C., Mr. and Mrs. W. A. Found, Dr. and Mrs. J. H. Grisdale, Mr. and Mrs. C. A. Gray, Rev. Canon and Mrs. Gorman, Mrs. W. Dale Harris, Miss C. R. Harvey, Mr. and Mrs. Alex Johnston, Mr. and Mrs. A. C. Kains, M. and Madame Paul Leduc, Colonel and Mrs. G. P. Logie, Dr. and Mrs. G. S. MacCarthy, Mr. and Mrs. G. P. Mackenzie, Mr. and Mrs. L. W. Meekins, M. and Madame L. de Montigny, Mr. W. T. Macoun, Dr. and Mrs. Charles Morse, Mrs. W. B. Northrup, Mr. and Mrs. Daniel O'Connor, Colonel and Mrs. H. C. Osborne, Lt. Colonel and Mrs. R. F. Parkinson, Eng.-Commander and Mrs. T. C. Phillips, Mr. and Mrs. Archibald Rosamond, Rev. G. E. and Mrs. Ross, Dr. and Mrs. J. A. Ruddick, Rev. E. F. and Mrs. Salmon, Group-Capt. and Mrs. E. W. Stedman, Mr. and Mrs. W. J. Sykes, Ven. Archdeacon and Mrs. Snowden, Mr. and Mrs. C. S. Tompkins, Mr. and Mrs. G. N. Toller, Colonel and Mrs. A. T. Thompson, Mr. W. H. Walker and Miss Walker, Judge Wells, Mr. and Mrs. J. R. M. Walker, Mr. and Mrs. H. H. Ward and Miss E. V. Wilson. Monsieur Desire Charlesky, from the Opera Comique, Paris, sang the following program of music after dinner: Lohengrin, Wagner; Rose Marie, Friml; Paillassa, Leoncavallo; Ideale, Tosti; Serenade Française, Leoncavallo; La Tosca, Puccini.

The infant son of Mr. and Mrs. Latham Burns of Toronto was christened on Sunday October 5th, in St. Thomas' Church. Afterwards Mrs. Victor Cawthra, Mrs. Burns' mother, entertained at tea when Master Henry Cawthra Burns was the centre of admiration in his exquisite christening robes of palest pink silk. Mrs. Cawthra Elliott was godmother and Mr. Charles Burns and Mr. Geoffrey Somers, godfathers. Sir William Mulock proposed the child's health which was responded to by Mr. Herbert Burns, the grandfather. Among the numerous guests were Mrs. Clifford Sifton and Mrs. Sidney Greene who poured tea and coffee. Colonel Henry Brock and Miss Mildred Brock, Mrs. Agar Adamson, Mrs. Herbert Burns, Major-General



### DEPARTMENT OF TRADE AND COMMERCE OTTAWA, CANADA

October 4th, 1930.

To My Fellow Citizens,  
In Every Part of the Dominion.

#### To Give Canadians Work, Buy Canadian Products!

To-day the opportunity is yours to render your country a service of inestimable value. And you can do it absolutely without cost to yourself in time or money. Exercise a little intelligent discrimination in your daily buying, and the thing is done!

As you know, thousands upon thousands of your fellow Canadians are out of work. Unemployment, always a serious problem when it occurs, is more serious than ever just now, not only because it has lasted so long and been so widespread, but because of the unusually large numbers who, by reason of it, are being forced to suffer real hardships.

And it is all so unnecessary, so easily preventable!

Every year for the past few years Canada has been importing \$800,000,000 worth of merchandise that she might just as well have been producing from her own mines, on her own farms, or in her own factories. Some things of course, like raw cotton and raw rubber, she must import. But making due allowance for such items, the fact remains that \$800,000,000 of her annual imports have been of a class or kind that she was quite capable of producing for herself.

With the aid of statistics giving the annual value of Canadian factory production and the number of persons employed therein, it requires little figuring to show that every \$5,600 worth of goods turned out has meant a job for one person. Assuming that something close to that ratio would hold good as the average for all classes of products, it follows that were we to produce in Canada the \$800,000,000 worth of merchandise that we have been importing unnecessarily, we would be giving direct employment to 147,527 workers more than are now employed, to say nothing of the thousands of others to whom employment would come indirectly, as a result of this new stimulus to business in general.

Now do you see how true it is that were we all to practise a little intelligent discrimination in our daily buying, our unemployment problem would quickly and permanently disappear?

Every time we buy an imported article, when we might just as easily have found a Canadian article to serve our purpose equally well, we are helping to do some fellow Canadian out of a job, and making the job of some foreign workman just that much more secure! Conversely, every time we purposely give the preference to a Canadian article, we are helping to create employment for Canadian workers, and doing our bit towards making Canada as a whole more prosperous!

Think it over! Discuss it with your friends! Study it if you will not only from the standpoint of patriotism and charity, but from the standpoint of self-interest. The farther you go into it the more convinced you will become that giving Canadian products a preference over foreign products is the common sense thing to do.

Very sincerely yours,

*A. H. Stevens*  
Minister of Trade and Commerce.



MISS PATSY LAMPREY  
Debutante daughter of Mr. and Mrs. E. W. Lamprey, Vancouver.



MISS SHELAGH KIRBY  
Daughter of Mr. W. T. Kirby, Winnipeg, who recently visited Mrs. Leigh McCarthy, Toronto.



Cawthra-Elliott, Mrs. R. J. Christie, Mr. and Mrs. Bill Christie, Miss Rose Pipon, Miss Ann Corcoran, Mr. George Kelly, Lt.-Col. and Mrs. Billy Bishop, Major and Mrs. John Cawthra, Mr. and Mrs. A. W. Austin, Miss Margaret Austin, Miss Josephine Brouse, Mr. Gerald Larkin, Mrs. Landry of Montreal, Mr. and Mrs. Robert Hay, Mrs. John Macdonald, Mr. and Mrs. Roper Gouinlock, Mr. and Mrs. Harry Hutson, Mr. A. J. Wright, Mrs. Roy Nordheimer, Master Austin Thompson and June Sifton.

### Travellers

Their Excellencies, Lord and Lady Willington, left Ottawa on October 2nd for a tour in the Maritime Provinces. His Honor the Lieutenant-Governor of Quebec and Mrs. Carroll, accompanied by Lieut.-Col. Papineau, A.D.C., returned to Spencerwood after a short stay in Montreal.

Prince and Princess Cyril Kossatkin-Rostoffsky have returned to Montreal from New York and have taken up their residence at 3525 Durocher street. Princess Kossatkin-Rostoffsky was formerly Miss Babette Lyon.

The Chief Justice of Canada and Mrs. Anglin have arrived in Toronto from Ottawa and are at the Alexandra apartments for a few days.

Miss Helen Smith, who has been visiting Miss Millicent Price of Quebec, is now the guest for a brief stay, of Miss Rosemary Hurstall, before leaving for Montreal, and from there will sail, to return to her home, in Camberly, England.

Mr. and Mrs. John Counsell, of Hamilton, are sailing this week for abroad. They will be accompanied by their daughters, Elizabeth and Jane, the latter to attend school near Paris.

Mrs. Leonard Murray, of Toronto, who spent the summer in England, has returned home. Miss Margaret Murray is remaining abroad for some months more.

Mrs. Angus McLean, of Louisville, Ky., is expected in Ottawa shortly to visit her parents, Mr. and Mrs. S. H. Fleming.

Captain and Mrs. J. W. Troup, of Victoria, left for Seattle on a short visit. Mrs. James Ritch and her brother, Mr. Frank Gray, of Toronto, have returned from Lowell, Mass., where they attended the marriage of their niece, Miss Peggy Scadding, to Mr. Nesmith Thompson.

Mrs. Charles Manuel, of London, Ontario, is visiting in St. John. Among the hostesses entertaining for her was Mrs. Frederick B. Schofield.

Brigadier and Mrs. W. B. Anderson have left for their home in Kingston after being the guests of Mrs. H. W. Frink at Rosedale, N.B. Miss Edith Gauld has accompanied Brigadier and Mrs. Anderson who are making the trip by motor.

Mrs. Gerald Jackson and Miss Ruth Jackson, of London, England, are the guests of Mrs. G. Temple McMurich, of Toronto.

Mrs. Douglas Armour, who has been visiting her niece, Mrs. Harold Daly, of Ottawa, had the honor of dining with their Excellencies, Lord and Lady Willington.

Mrs. J. M. MacKenzie and Miss Ella Simson have returned from spending the summer in England and are at the Alexandra Palace, Toronto.

Miss Shirley Stewart, of Ottawa, is the guest of Mrs. Duncan McDougald, of Toronto.

Col. and Mrs. G. Hunter Ogilvie and Miss Mary Ogilvie have returned to Toronto from a trip to Victoria, B.C.

Mrs. McGregor Young and her daughter, Margaret, have returned to Toronto from Scotland.

Mr. and Mrs. William Patterson, Mr. E. B. Williamson, Dr. J. N. Blackstock and Mr. and Mrs. Lorn C. Webster, of Montreal, were guests at the Log Lodge, Lucerne-in-Quebec.

Dr. Bredney O'Reilly, Mrs. Charles O'Reilly, Dr. Norman Gwyn and Professor and Mrs. Simpson, of Toronto, have returned from the Tadoussac Club in Georgian Bay.

Mrs. Wurtele, of St. Johns, Quebec, has arrived in Quebec, where she will be a guest for some time of Mrs. Hubert Neilson at Neilsonville.

Captain and Mrs. Reginald Galbraith, of Ottawa, leave shortly for England to spend the next two years abroad.

Mrs. Galbraith is at present with her



MISS BETTY COWAN

Daughter of Mr. George H. Cowan, K.C., and Mrs. Cowan, Vancouver, whose engagement to Mr. Michael Graham Kinloch, eldest son of Canon M. W. Kinloch, O.B.E., and Mrs. Kinloch, of Moreton, Dorsetshire, England, has been announced.

mother, Mrs. Ernest Jarvis, during Captain Galbraith's absence from town.

Mrs. Angus MacLean, of Louisville, Kentucky, is visiting her mother, Mrs. Sanford Fleming, in Ottawa.

Mr. and Mrs. Churchill Mann have returned home from their wedding trip. Mrs. Mann was formerly Miss Eleanor McLaughlin, of Oshawa.

Miss Muriel Galt, of Victoria, B.C., is visiting Mrs. R. W. Reford at Grand Metis.

The Hon. J. E. Perrault and Mrs. Perrault, of Quebec, are guests at the Mount Royal Hotel.

Mrs. Britton B. Osler has returned to Toronto from Ottawa, where she has been visiting her parents, Mr. and Mrs. G. B. Greene.

Mr. Cecil Bethune and Mr. Percy D. Wilson, of Ottawa, have been guests at the Royal York Hotel, Toronto.

Mrs. Fred Wanklyn, Miss Diana Meredith and Miss Ann Wanklyn, of Montreal, sailed for England by the *Montcalm*.

Mr. and Mrs. Gordon Ingram, of London, Ont., are in Ottawa. Mr. and Mrs. Darcy McGee entertained at dinner in their honor.

Mrs. Charles Porteous returned to Montreal after visiting at the Island of Orleans, a guest of Mrs. Porteous.

Mr. and Mrs. J. A. Machado, of Ottawa, have returned home from New York.

Dr. Clifford R. Gilmour, of Winnipeg, is the guest of Justice and Mrs. Phippen in Toronto.

Mrs. E. B. Devlin, of Ottawa, has been visiting in Montreal.

Princess Sophie Gagarine of Paris, formerly of Petrograd, who has been the guest of Mr. A. J. Wright of Buffalo, accompanied him to Toronto to attend the wedding on Saturday of Miss Jean Francis and Mr. Julian Avery.

Mrs. Villiers Sankey, of Toronto, is sailing today on the *Duchess of Bedford* for England, where she will visit her daughter-in-law in Surrey, and other friends.

Mrs. F. M. Stevens, of Montreal, is in St. John visiting her parents, Dr. and Mrs. H. S. Bridges. Mrs. Louis Barker, of Montreal, is also visiting in St. John where Mrs. John E. Sayre entertained in honor of these Montrealeers.

Miss Jacqueline Dumaresq of Halifax, is visiting Lieut.-Col. M. E. B. Cutcliffe and Mrs. Cutcliffe in Brantford.

Major-General and Mrs. D. M. Ho-

forced descents, and saw many strange sights from the plane in the Far East and over the African wilds.

In his last tour, however, Mr. Van Lear Black kept a journal for his family, and it should have an historical value in the history of flying. He got to know the route to the East and was as familiar with the aerodromes as a sailor with his ports of call, and noted the changes in a Persian or Indian aerodrome since he last visited it. And the news of Van Lear Black being in the sky on the way to a place made a stir in any air centre. His passport would be another historical document, crowded as it was with hieroglyphics and ciphers and stamps of the first era of grand air touring. He had a friend a master of an Anchor liner, and he often flew to Glasgow when some of his friends were returning to America by that ship. Twice when his daughter was sailing in the *Transylvania* he flew over the ship as she was steaming out of the estuary and dropped flowers on her deck.

Mr. Van Lear Black flew down to the mouth of the crater of Vesuvius and took photographs. He had a strange experience in Balkan aerodromes when he alighted on the wrong one. He would make up his mind suddenly to take a party over to Madrid or Marseilles or Copenhagen, and the affair was arranged and carried out with the smooth organization that he had perfected. The old servant in a house he visited once said that she would like to fly on her seventieth birthday, and on that day Black arrived with his car and took her to Croydon and flew her all over London. Next day the old lady took a holiday and went round her friends telling them how she had looked down on them and how their washing looked, for it was a Monday. Black had the Southern State American's courtesy and interest in all dependents, and he was a guest as welcome downstairs as upstairs.

### Gunning Without Game

AN OLD sport is having a new lease of popularity. Clay pigeon shooting has long been used, sometimes as a means of practice for more serious work on the moors, but often for its own sake. Lately it has so far caught the fancy that since 1924 no fewer than 250 clay pigeon clubs (or "trap centres," as they are technically called) have been formed. In a competition held in Scotland last year \$9,000 enthusiasts took part. The expansion of urban areas, the increase in pasture at the expense of arable land and the gradual breaking up of large estates, all are tending to limit the areas where game can now be shot. Yet there are actually more holders of gun licenses in the United Kingdom today than ever before. This fact may be attributable in part to the passing of shooting rights from the hands of a few to the hands of many as a result of the splitting up of estates, but it is said to be due also to an increase in clay pigeon shooting. It has the advantages of being cheaper than game shooting and of offering amusement all the year round. It can be made a useful way of advancing one's skill for game shooting, but in many parts of England, especially in the North and South-West, clay pigeon clubs organise their shoots on lines that have no relation to game shooting, for the traps are so arranged that the "birds" rise from a known spot and fly at an almost unvarying angle. Under this system team shoots are often arranged, and in the last four years there have been international matches between teams from Wales, Scotland, Ireland and England. Such is the growth of the sport and its reaction on industry that it has been found worth while to make clay pigeon shooting the subject of a film recently completed at Welwyn and shown privately in London.

### Whitehall's Curious Post-Bag

### LONDON NOTES

#### Van Lear Black's Tours

THE untimely death of Mr. Van Lear Black, who is believed to have fallen from his yacht and been drowned at sea, has affected all air-minded people, for this remarkable American patron of aviation had touched the imagination of military flyers as well as the commercial flying world. No other private person used Croydon so much or treated it so generously. His parties at the aerodrome hotel on the eve of departures for his long flights were inclusive and hearty, and his private generosity when any need arose among air people had come to be well known, although he never spoke of them. It was a strange picture to see him setting off at dawn in his big plane. He was always dressed as for a stroll in the West End, never wore a coat, and once when his little valet came aboard against his instruction with a coat, the coat was flung out of the plane as a final message. He had many curious adventures in his visits to remote aerodromes and

HIDDEN away in a Government office in Whitehall, and known to only a few Civil servants is a library that is different from any other library. It has taken years to compile, and consists, for the most part, of Biblical texts and confessions which remorseful taxpayers enclose with "conscience money." "Conscience money" varies from a half-crown, to the £2,876 of which the receipt has just been acknowledged. Frequently the money is accompanied by texts such as "Be sure your sin shall find you out." These enclosures are invariably filed for future reference, for it often happens that a person charged by an Income Tax collector with making false returns claims that he has paid "conscience money." Of course, although this method of paying taxes is by no means an ideal one it is quite valid, and provided a man thus charged can prove that he has paid his taxes in this way the matter is dropped. Asked what motives usually prompt individuals to pay "conscience money," an official answered: "Some-

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Formerly Miss Flora Catherine Featherstonhaugh, daughter of Mrs. Wm. H. Featherstonhaugh, Midland, Ont.

—Photo by J. Kennedy



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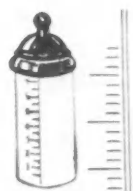
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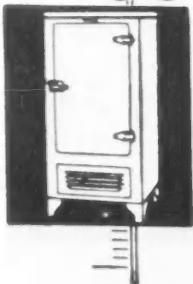


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What precautions do you take to safeguard his milk from ever-present bacteria? Bacteria in milk (it has been scientifically established) will multiply 150 times faster at 70 degrees than at 50 degrees. Below 50 degrees, milk and all other foods are safe from the inroads of contaminating bacteria. Is his milk kept below 50 degrees, the year 'round?

For a few pennies per day—less than you pay for bread and butter, the GAS REFRIGERATOR keeps foods safeguarded day and night below 50 degrees; provides all the ice cubes you want quickly; prepares any chilled dessert. If only to understand its value as a Protector of Health, it would be well worth your while to investigate Gas Refrigeration.

## THE CONSUMERS' GAS COMPANY

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The owner of a cheap watch brought it into the jeweller's shop to see what could be done for it. "The mistake I made, of course," he admitted "was in dropping it."

"Well, I don't suppose you could help that," the jeweller remarked. "The mistake you made was picking it up."—*London Opinion*.

Father—"Now I want to put a little scientific question to you, my son. When the kettle boils, what does the steam come out of the spout for?"

Son—"So that mother can open your letters before you get them!"

—*Wrexham Advertiser*, quoted by *The Passing Show* (London).

## SOCIAL CALENDAR

## Dates

Their Excellencies, Lord and Lady Willingdon, will be the guests of Mr. and Mrs. Pierre F. Casgrain at dinner in Montreal prior to the Ball to be given by La Ligue de la Jeunesse on October 24th.

Two Hamilton debutantes, Miss Mary Southam and Miss Jane Wilcox will make their debut at a ball at the Royal Connaught Hotel, Hamilton, on December 29th, to be given by their parents, Mr. and Mrs. William Southam and Mr. and Mrs. C. S. Wilcox.

Mr. and Mrs. Thomas Arnold, of Montreal, are giving a dance for their debutante daughter, Rosalind, on October 30th.

Mrs. Campbell Macdonald, of Toronto, is giving a tea on October 28th for her niece, Miss Dorothy Macdonald, who is a debutante this year.

Mrs. Charles E. Clarke, of Toronto, is entertaining at a tea on October 21st and at a debutante luncheon on October 22nd for her daughter, Veronica.

Mrs. Pierre Beullac, of Montreal, is entertaining at a dinner for her daughter, Miss Suzanne Beullac, prior to La Ligue de la Jeunesse Ball on October 24th.

In honor of Miss Peggy Roaf, one of this season's debutantes, Mrs. J. H. Roaf, of Vancouver, gave an At Home on October 8th.

Mr. and Mrs. James Suydam, of Toronto, are giving a dance on November 4th for their debutante daughter, Leone.

Mr. and Mrs. Edwin Long, of Toronto, are giving a Ball at the King Edward Hotel for their debutante daughter, Betty.

Miss Paule Martin, of Montreal, is making her debut at La Ligue de la Jeunesse Ball and Mrs. Gustave R. Martin will entertain at a dinner for her daughter on that night, October 24th.

Mrs. Charles Wisner, of Toronto, will give a dance on October 31st at the King Edward Hotel and a tea on November 6th at her home on Russell Hill Road, for her debutante daughter, Frances.

October 23rd is the date chosen by Mrs. A. R. Holmes for a tea to introduce her daughter, Margaret, who is one of the Toronto debutantes.

Miss Katherine Kenrick, daughter of Mr. and Mrs. Frank Kenrick, of Lonsdale Road, Toronto, will be a debutante this year. Mrs. Kenrick is entertaining at a tea on October 21st.

Mrs. L. A. David, of Montreal, is entertaining at dinner on October 24th, prior to La Ligue de la Jeunesse Ball.

Lieut.-Colonel John Langmuir, O.B.E., and the officers of the Queen's Own Rifles are holding their annual Military Ball on Friday, November 21st, at the Royal York Hotel, Toronto.

## Debutantes

Miss Enid Palmer, daughter of Colonel and Mrs. A. G. Palmer, and Miss Sheila Donahue, daughter of the late Judge J. D. Donahue, of Pembroke, and of Mrs. Donahue, are two debutantes to be added to the Ottawa names listed last week as making their debut this autumn.

Miss Kitty Gill, daughter of the late James C. Gill, of Vancouver, and Mrs. Gill, now of Ottawa, will be one of this year's debutantes.

Miss Eileen Ryan, daughter of Mrs. T. W. Ryan and the late Mr. Ryan, and granddaughter of the late Mr. Justice O'Connor will be one of the Ottawa debutantes.

## OTTAWA

Miss Esther Plant, daughter of Mr. and Mrs. F. H. Plant.

Misses Anne and Esther Wilson, twin daughters of Mr. and Mrs. W. Foster Wilson.

Miss Isabel Grant, daughter of Mr. J. Stuart Grant.

Miss Morna Peters, daughter of Mr. and Mrs. F. H. Peters.

Miss Jean Finnie, daughter of Mr. and Mrs. O. S. Finnie.

Miss Katherine Brophy, daughter of Mrs. Arthur Brophy.

Miss Miriam Coolidge, daughter of Mr. and Mrs. John Coolidge.

Further additions to the Toronto list of debutantes are:

Miss Frances Baines, daughter of Mr. and Mrs. Richard Baines, 485 Huron Street.

Miss Frances Shenstone, daughter of Dr. and Mrs. Norman Shenstone, 174 Dunvegan Road.

Miss Florence Moncur, daughter of Mr. and Mrs. Robert M. Moncur, Forest Hill Village.

The Misses Medora and Kathryn Britton, daughters of the late Lt.-Col. R. H. Britton, D.S.O., and Mrs. Molyneux Gordon, 259 Dunvegan Road.

Miss Joyce Wood, daughter of Mr. and Mrs. Frank P. Wood, 166 Crescent Road.

Miss Mary Frawley, daughter of Dr. and Mrs. D'Arcy Frawley, 212 Poplar Plains Road.

Miss Katherine Roche, daughter of Mr. John Roche, of New York.

## MONTREAL

Miss Caro Molson, daughter of Mr. and Mrs. Walter M. Molson.

Miss Joan Riddell, daughter of Mr. and Mrs. John A. Riddell.

Miss Pamela Stead, daughter of Mr. and Mrs. Austin C. Stead.

Miss Margaret Symington, daughter of Mr. and Mrs. H. J. Symington, and granddaughter of the late Sir Henry Bate, Ottawa.

## Travellers

Mrs. H. P. Holt, who has been visiting her parents, Mr. and Mrs. George L. Cains, of Montreal, returned to England by the *Empress of Scotland*.

Mr. and Mrs. A. A. McGillivray, of Calgary, are in Toronto at the Royal York Hotel.

Miss Amy Robert Jaffray, of Toronto, has left to visit her brother, Mr. C. T. Jaffray, of Minneapolis and Cincinnati, and will be gone about three months.

Madame Jeanne Dusseau, who has been spending the summer in Germany and Italy, has returned to London, England.

Professor and Mrs. Playfair McMurrich, of Toronto, are spending a few days with Mr. and Mrs. Ronald McMurrich at Gananoque.

Mr. Alfred Carroll, of Montreal, has returned after visiting at Spencerwood, Quebec.

Mr. and Mrs. Main Johnson, with their daughters, Willow and Wendy, have returned to Toronto from their summer home at Oakville.

Mrs. C. A. C. Jennings and Miss Hilda Jennings have returned to Toronto from their cottage, "Baystairs," near Allandale.

Mrs. Alan Robertson, of Vancouver, is the guest of Mr. and Mrs. Larratt Smith, of Toronto.

Mrs. A. H. C. Proctor and Miss Sheila Proctor are leaving Toronto to spend a short time in New York.

Mr. and Mrs. Ellsworth Flavell have moved from Oakville to their new home on Old Forest Hill Rd., Toronto.

Mr. and Mrs. Breckenridge, of Toronto, have returned from Europe with their daughter, who has been at school in England for the past year.

Mr. and Mrs. Herbert Cowan have returned to Toronto from a motor trip to New York, Boston and Philadelphia.

Mrs. Jack Hood, of Ottawa, is the guest of Miss Minnie Parsons, of Toronto, this week.

Mr. and Mrs. E. R. Wood, of Toronto, are spending a few days in New York at the St. Regis Hotel.

Some of the Torontonians spending the last week of September at Jasper Park are Mrs. A. C. Mathews, Mrs. J. C. K. Stuart, Miss Kathleen Gorrie, Mr. and Mrs. R. K. McIntosh and Mr. and Mrs. C. H. Davis.

The last week of the season at Banff Springs Hotel and Chateau Lake Louise was a gala one. Among the prominent guests were the Earl and Countess of Mar and Kellie, Lady Cowdray, the



A. Of white sheared lapin with brown flying squirrel; lined with white satin. \$150.00

B. Of white cone in the drop-skin effect of ermine; lined with white crepe de chine. \$79.00

## The Debutante's White Rabbit Coat

Exploits a New Sophistication in its Slimmed Waistline and Flaring Cuffs... Sketches Show Two Models Specialized by Our Fur Shop, 4th Floor.

THE T. EATON CO. LIMITED  
TORONTO CANADA



MRS. E. H. DANIELS (LEFT) AND MISS BARBARA MURRAY  
Daughters of Mrs. William Murray of Vancouver, B.C. Mrs. Daniels is from Sausalito, Cal., while Miss Barbara has recently returned from spending the past two years in Europe with her mother.

Hon. Nancy Pearson, the Hon. C. Coventry, of England, Mr. and Mrs. J. G. Nicoll and their daughters of Edinburgh, and Mr. and Mrs. J. Vreeland, of Connecticut.

Major and Mrs. James E. Hahn, who spent the summer at "Miramar," their country place at Marblehead Neck, Mass., have returned to Toronto. They attended the America's Cup races at Newport in their yacht "Nonchalant."

Miss Edythe Shuttleworth went to Peterborough for the season's opening of the Women's Musical Club.

Mr. and Mrs. Bradley Snow and family, after spending some time with Mrs. Russell Snow of Balmoral Avenue, have left Toronto to live in Montreal.

Mrs. R. B. Hamilton, of Queen's Court Apartments, Toronto, is motoring to Ottawa with her cousins, Mrs. McCathren and Miss McCathren, of Minneapolis.

The Venerable Archdeacon Scott of Quebec and the Very Rev. Dean Carlisle of Montreal, went to Toronto to perform the ceremony at the wedding of Miss Vivian Scott to Captain Ernest G. Weeks on Saturday afternoon, October 4th.

Major and Mrs. R. J. Leach have moved to Toronto from Kingston, Ontario, and have taken up residence on Oriole Gardens.

Miss Shepherd, of London, England, who has been the guest of her sister, Mrs. Sidney Duggan, of Toronto, this summer, is returning to England this month.

Colonel Henry C. Osborne, of Ottawa, was in Toronto for the wedding of his niece, Miss Jean Francis, to Mr. Julian Avery.

Miss Lola Francis also went to Toronto to attend the wedding of her cousin, Miss Jean Francis. She was the guest of Major-General and Mrs. E. C. Ashton and later went to Niagara to be the guest of Mr. and Mrs. John Batten and to attend the meeting of the National Council of Women.

Mrs. Roderick Johnston, of Toronto, is spending a few days in Winnipeg as the guest of her father, Mr. H. P. Pennock, and Mrs. Pennock.

Mrs. A. D. Durnford has arrived back in Montreal from Victoria, B.C., where she spent the summer with her sisters, the Misses Galt.



# SATURDAY NIGHT

## FINANCIAL SECTION

Safety for  
the Investor

TORONTO, CANADA, OCTOBER 11, 1930

P. M. Richards,  
Financial Editor



THE PRINCIPAL FIGURES IN THE NEWSPRINT DRAMA: From left to right the pictures are those of A. R. Graustein, president of Canadian International Paper Company; E. W. Backus, president of the Great Lakes Paper Company and Kenora Paper Mills; J. H. Gundy, president of Canada Power and Paper Corporation; William Randolph Hearst, well-known American publisher; Alexander Smith, president of Abitibi Power and Paper Company, and Col. J. H. Price, president of Price Brothers and Company. Col. Price's recent resignation of the chairmanship of the board of governors of the Canadian Newspaper Institute is believed to have been precipitated by the announcement of the contract made between Canada Power and W. R. Hearst. The other executives are men whose companies figure largely in current "merger" rumors.

## U. S. DOMINANCE IN NEWSPRINT?

Recent Developments in Dominion's Largest Manufacturing Industry Cause Concern to Thoughtful Canadians—Where is Industry Heading?

By "Pertinax"

AMID much that is disquieting in the Canadian newsprint situation, the possibility of an almost complete United States' dominance of the same is not the least disconcerting and, indeed, exasperating feature.

When one wants to see the chief executive of any one of several important newsprint companies, one is always liable to be told, as almost a matter of course, that he is in New York. In fact, a number of the great Moguls of the industry have, for several weeks past, been in conclave in New York—not in Montreal or in Toronto—very likely deciding a large part of the destiny of this great Canadian industry.

The Canadian International Paper Company, the Spruce Falls Power and Paper Company, the Kenora Paper Mills, the Great Lakes Paper Company, the Ontario Paper Company, the Pacific Mills, and others are all owned or controlled by United States' interests, and such interests have a very big stake in Abitibi. And now William Randolph Hearst, arch-enemy of most things British, has acquired a very large interest in Canada Power and Paper Corporation.

Now, there are those among us who view this vast and growing dominance of the Canadian newsprint field by United States' interests with an almost complete equanimity. We welcome United States' capital, they say, in starting and operating other manufacturing and

industrial establishments, so why make an exception of newsprint? That, of course, does not state the case fairly. For one thing, I should doubt if, in any other important line of manufacture in Canada, United States' interests loom so disproportionately large as they do in the case of newsprint. For another thing, newsprint stands on a different footing from other manufactured commodities, seeing that it is the principal product of our forest resources, with the proper development and due conservation of which our national well-being is very largely bound up. Hence the fortunes of the newsprint industry, and the hands to which those fortunes are committed, are a matter of vital national concern to Canadians at large to an extent that it cannot be said that other manufacturing industries are.

We have just been officially told, on the authority of the Dominion Bureau of Statistics, that the pulp and paper industry—of which the newsprint branch constitutes the overwhelmingly largest proportion—is the largest manufacturing industry in Canada in value of products and in distribution of wages and salaries. It is certainly not in harmony with Canadian *amour propre* that an industry of this magnitude should be dominated, and its policies decided, from a foreign country.

Nor is this sort of "absentee ownership" good business for Canada and Canadians. For, on the one hand, if there are going to be any profits derived from the Canadian newsprint industry—and, in view of the highly favorable fundamental conditions surrounding it, one cannot doubt that there are—such profits will go to United States' interests, in proportion to their holdings. On the other hand, should it turn out that there are not going to be profits so derived—a most unlikely consummation—then United States' interests will have been getting their raw material at cost, and the Canadian people will not have been receiving their rightful share of one of their greatest and most important natural assets.

Moreover, there is a semi-political side to this increasing domination by United States' interests of the Canadian newsprint situation. For the moment, the United States—owing largely to an extravagance in dealing with its forest resources, which we in this country have emulated with no inconsiderable degree of success—has run grievously short of supplies of raw material. But scientific planting is going on in that country today in a vigorous manner that promises to put a very different complexion on affairs in (say) a quarter of a century's time. Meanwhile, the idea is to draw on Canada for the requisite supplies of raw material until the necessary forestry treatment has put the United States' forests, or large areas of the same,

in shape once more for sustained cutting. Hence United States' interests, or those of them owning mills on both sides of the international boundary line, are showing themselves disposed, for the moment, to ease up on their United States' mills and let their Canadian mills do most of the work.

But, anyway, there is no blinking the fact that, to a very large extent, United States' interests have the whip hand. It is particularly regrettable at this moment, when the idea of intra-Empire trade has so captivated the imagination of the peoples of the various countries in the British Empire that the largest and most important of Canadian manufacturing industries should have come to be so largely in thrall, so to speak, to finance of a non-Empire country. Canadians would have preferred that the money invested in the newsprint industry, if not Canadian, should have been British capital. But the war, which changed so much, impoverishing one country and enriching another, had a good deal to say on this score. Other times, other values!

What bearing will the big consolidation, proposals for which are almost universally believed to be on the tapis, and the discussion of which proposals is understood to have been engaging the attention of some of the pundits of the Canadian newsprint industry for several weeks past (in New York as per usual!) have on this matter of the increasing dominance of United States' interests in the Canadian newsprint field? Of course, it all depends on what shape the forthcoming merger—for one of some kind is coming along (and not very slowly) if the signs of the times are to be trusted—is going to assume.

Rumor has been called, on high poetic authority, a "lying jade." But sometimes she has an inconvenient knack of getting pretty close to the truth. Anyway, rumor has, for long, had it that a consolidation, or a fusion of interests under a holding company, or call it what you will—"a rose by any other name would smell as sweet"—is in contemplation between several outstanding newsprint companies operating in the Canadian field. One hesitates, in view of circumstances alluded to above, to speak of them all as "Canadian newsprint companies"—except as a mere *façon de parler*.

The companies with whose names rumor has been particularly busy for several weeks, in this connection, are Canada Power and Paper Corporation, the Abitibi Power and Paper Company, St. Lawrence Corporation and the Backus-Brooks interests. However, the recent action of the St. Lawrence Company, in taking a similar line to that taken by Price Brothers and Company in order to "protect its position," would seem to argue that that company must now be left out of the reckoning in

(Continued on Page 54)

P. M. R.'s Column

HISTORY has repeatedly shown that when public confidence and enthusiasm in the prospects for business and the stock market are at their height, that is the time to look out for squalls; in fact, unbridled speculative enthusiasm such as we saw last year is itself an easily recognizable storm signal for those willing to face facts. Similarly, it is when pessimism is most rampant and no one can see the silver lining to any cloud that a change for the better can most be counted upon, precedent shows.

SENTIMENT is currently so bearish that the very factors which were formerly regarded as most bullish are now being employed to bolster a bearish argument, such as the record low rates for call money, which had been counted upon to bring about a recovery of the market. It is now being argued that the low rates are bearish in that they are an indication of the extreme quietness of business and the consequent lack of demand for credit, the banks being left with large amounts of surplus cash on their hands.

THE public's fear of common stocks is reflected not only in the lack of buying support for such issues, but in the steady demand in recent months for bonds, prices of which have appreciated substantially in consequence. Several common stockholders who have written me seem to fear that the new bond issues which have appeared lately will place junior stockholders in the corporations concerned in a less favorable position because of the increases in the prior-ranking calls on earnings and assets, forgetting that a well-managed corporation is usually able to earn more than interest charges on borrowed money and that this excess over charges is employed for the benefit of the stockholders.

THE market crash of last Fall and the many disquieting price fluctuations since are no indication that common stocks, generally speaking, are unsound purchases; they demonstrate only that common stocks are not good purchases under certain conditions. What the pre-crash enthusiasts failed to recognize was that the investment attractiveness of common stocks, like that of bonds, is subject to the relationship of price and value. In other words, they overlooked the fact that it is possible to pay so much for the underlying factor of growth that it becomes impossible even to hope for a satisfactory return on invested capital.

THE common stock prices of 1929 could be mathematically justified, but only on the assumption of such a high rate of growth and such a great amount of patience that the risk factor became overwhelming. Today it is possible to justify average stock prices on the more logical assumption of a moderate rate of growth over a reasonable length of time.

AMATEUR followers of the market who have bewailed their failure to participate in the "easy money" of the 1929 stock boom may be interested to hear that so eminent an authority as Mr. Francis H. Sisson, vice-president of the Guaranty Trust Company, believes that sooner or later we shall see a repetition of last year's experience.

At the recent convention of savings bank men at Quebec Mr. Sisson said that "in the course of time the vividness of that memory will fade; spectacular fortunes will be made in a rising stock market; men who ought to know better will abandon their better judgments and proclaim a new era of perpetual prosperity and expanding values; little by little, prudence on the part of the small saver will give way to greed, and we shall see the whole tragic performance repeated, with minor variations." It is not a cheerful thought; yet there's no denying the possibility. But the lesson of the crash and its aftermath has been well learned by many and will not be quickly forgotten.

## Courage Builds Business!

HERE is a story of a Canadian company which has proved that brains and courage can build business in the face of any conditions.

It is a story as remarkable for the thoroughness of the methods employed as for the magnificent results achieved. It is convincing proof that, for aggressive and far-sighted management, "bad times" do not exist.

Back in the dark days of last Spring, when the wheels of industry rapidly slowing down, De Forest Crosley Limited, prominent Canadian manufacturer of radios, was faced with a momentous decision. It could follow the then prevailing trend and go in for retrenchment, with all its miserable implications of lessened employment, or it could strike a blow for bigger and better business.

Never was courage on the part of executives more greatly needed. But Major James E. Hahn, President, and Messrs. D. H. Pollitt and A. L. Ainsworth, Vice-Presidents, are men whose faith in the essential soundness of Canadian business cannot be shaken. They decided on action, and at once began to build from the ground up. They knew that such a course would demand the spending of large sums of money and of infinite effort, but they were prepared to undertake it. Today the results more than justify their wisdom and the soundness of their business information.

It is impossible to relate all details of the success achieved but here are a few of the high spots. To date the company has shown a 50 per cent sales increase over 1929; in September retail business amounted to more than \$1,000,000, the greatest record in the company's history; recently an order was received from one dealer for six carloads, (approximately 1000 sets), an event which has never occurred in even the best of years. And more than that, collections are abnormally good, a striking commentary on business conditions.

To achieve this the company has passed on to the public the economies of large-scale production and has backed up its dealers by the heaviest advertising campaign ever launched; it maintains the closest possible co-operation and follows a deliberate policy of talking good times. Furthermore, it has not reduced the wages of its employees, which is practically equivalent to a wage increase in view of the lowered cost of living. It has stressed the idea of "Made in Canada by Canadians for Canadians".

The achievement of De Forest Crosley is an inspiration to every Canadian manufacturer. It is a story of success which can be told in cold figures. It is a demonstration that business courage still can build business.



NEWSPRINT IN THE MAKING

Canada's forest resources on its way to the mills. Photo shows the log drive on Tabor Creek, in the timber limits of the Abitibi Power and Paper Company, Ltd.

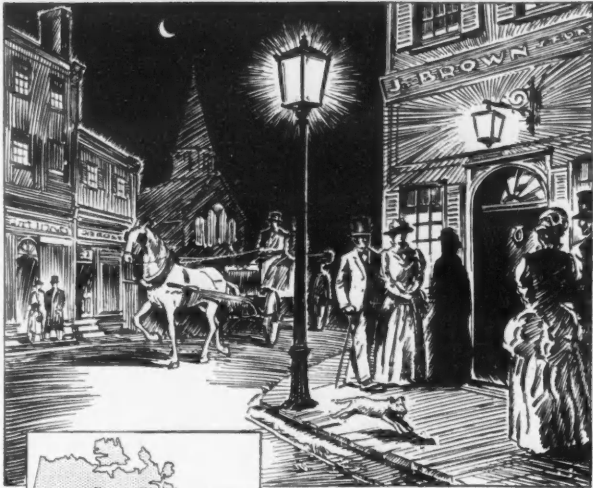


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## Prices Must Be Stabilized

Central Banks Must Take Action if Prolonged Depression Period is to Be Avoided

WITHIN the past few weeks a number of writers on financial subjects have expressed the opinion that in spite of the unfortunate recession in business occasioned by the recent sharp decline in commodity prices, the general business structure has been strengthened by this period of deflation. This view, says the Royal Bank of Canada in its current monthly letter, is essentially unsound.

It is quite true that when the price of the individual commodity declines as the result of over-production, the resultant decrease in output and the closing of the less efficient plants does leave the individual industry as a whole in a better position for future profits. When the general price level declines, however, there is no corresponding benefit to the whole of industry.

From 1920-1929 the North American continent experienced a golden age of exceptionally good relationships between management and labour. On the whole, the period was one of steady improvement in the efficiency of industry which permitted a corresponding increase in the level of real wages. The high level of wages, the excellent profits of industry and the good feeling between labour and management were made possible by the stable price level.

If commodity prices should be stabilized at the present level, one which is substantially below the level of 1926, it will follow that the world must go through the bitter struggle involved in decreasing wages. In the years between 1921 and 1928 the capital structure of industry became adjusted to the current price level. The wage level of 1926 cannot be maintained by industry when the products of industry bring in a substantially decreased return. In a like manner, the value of stores, of the factories and equipment of industry, and of real estate in general, must respond, though slowly, to a reduction in general prices.

The wage earner, and particularly those who belong to unions, are much more antagonistic toward a drop in the number of dollars in their weekly envelope than toward a decreased buying power for the individual dollar. The first cost of the stabilization of prices at present levels will be exceeded by the later costs involved in the long struggle to bring wages down proportionately. Strikes and lock-outs lower a country's standard of living by decreasing both the volume of production and consumption. There is no doubt that high wages, meaning large buying power, are most desirable for labour, but such buying power must be the product of long continued

improvement in the efficiency of industry and of increased output per worker.

This end cannot be attained as a result of a sudden decline in the price level. A period of decreasing prices has always been marked by widespread unemployment and increasing numbers of lockouts. It is the desire to avoid the varied losses of such a period that has led the most farseeing economists to urge, upon the central banks, policies which will tend to bring two specific results:

1. The restoration of prices to the level of 1926.
2. The stabilization of the general price index at that level.

It is also true that a lower price level upsets the relationship between the value of bonds and common stocks. In general, the lowered price level gives increased purchasing power to the recipients of a fixed income, e.g., the bondholder; in like manner the decreased total income of the company brings a disproportionate fall in the earnings of common stocks.

Farms and agricultural machinery which were bought at the high prices which prevailed in 1918 to 1920 were unable to show a reasonable return on cost when the prices of the farm products dropped to the level of the succeeding years. The interest payments on the mortgage required a far large proportion of total farm income in 1922 and 1923 than in 1919 or 1920. It is almost self-evident that if these prices remain at their present level, the farmer will be confronted with years of hard times.

In so far as the drop in agricultural prices is a part of the general price movement, and not due to over-production of the individual commodity, the difficulties which followed 1920 would be avoided if general prices were brought up to the level of 1926. There is no factor that would do more to accentuate agricultural discontent than to permit prices to stabilize at such a level as to necessitate a further readjustment in farm values all over the world.

### New Booklet to Aid Investors

INVESTORS will profit by a recent booklet issued by W. C. Pitfield and Company of Montreal under the title of "Canadian Investment Securities". The purpose of the publication is to provide, in handy form, reliable and vital information concerning the principal Canadian corporations with securities in the hands of the public. Too much information along financial lines is impossible; the more investors are able to obtain a clear picture of the company in which they are partners, or of which they are creditors, the less grief and loss to the nation will be the result.

The form adopted, in dealing with individual companies, is praiseworthy both for compactness and for the inclusion of all vital information. Capitalization, dividend records, the security for various classes of holdings and a brief history of the company are all given place. In addition, Government and Municipal securities are dealt with in a separate section.

A feature of extra interest is the provision for the insertion of new leaves in the booklet, from time to time, should any change of major importance occur with respect to any company during the year.



**EARNINGS WELL MAINTAINED**  
Sustained earnings, stronger cash position and substantial write-offs for depreciation are shown in the report of MacKinnon Steel Corporation, Ltd., for its first full fiscal year, ended July 31, and recently presented by President D. H. McDougall. The figures indicate that \$3.07 was earned per share on the 12,000 common shares as against \$2.53 for the nine-month readjustment period of the previous year.

—Photo by "Who's Who in Canada".

## Is The Russian Menace Real?

Soviet Exports May Be Only to Obtain Foreign Goods Which Country Badly Needs

IT has been known for several years that Russia probably would reappear as an exporter of wheat in considerable quantities.

In the five years, 1909-13, the average exports of wheat from that country were 161,000,000 bushels. The war stopped supplies from that source and greatly stimulated the development of new wheat acreage in other countries outside of Europe. The Soviet government is carrying on an extensive campaign of industrial development which involves large purchases of foreign machinery and is very much in need of offsets against these purchases. It has been planning to increase the production of wheat, by organizing production on a large scale, employing tractors and the latest American machinery. It has obtained the advice of the largest wheat farmer in the U.S., Thomas J. Campbell, of Montana, and has expended many millions of dollars upon its plans.

Not much has been known about prospective shipments from Russia, but these preparations undoubtedly have had an effect upon prices, because supplies are large even without any from that country. Reports say that shipments thus far this year have aggregated about 14,000,000 bushels and Broomhall, the Liverpool authority, has reported that for the season they might aggregate 48,000,000 bushels.

There are many strange things about the Russian situation. All accounts from within the country tell of a great scarcity of food supplies and other necessities and very high prices. It would seem that Russia really has no food to spare, but the Soviet government has marked out a construction program which involves the payment of large sums abroad, and these must be covered by exports.

Ralph Budd, President of the Great Northern Railway, who went to Russia

to give advice upon the reorganization of the railroads, says that there should be enormous purchases of railroad material and equipment, and this doubtless illustrates the needs of the country in many ways. There seems reasonable grounds for skepticism, says the National City Bank, toward representations that under these circumstances they deliberately and designedly sell their products for less than they might obtain. It does not seem that such a policy would best serve their purposes.

All of this has nothing to do with the merits or demerits of bolshevism; it is only a question of what they are trying to do. While their general scheme of things seems hopelessly irrational, we doubt that they intend to enrich the capitalist countries by giving something for nothing or on any better terms than seem to be necessary. They are wanting goods which they cannot produce and are striving to get them by the only means available to them.

Nor is there very much alarm about what they may do when they have developed their organization and become strong, efficient and well-equipped. They may not be very wise or considerate in their trade policies, but it may be assumed that they will always be more eager to trade on equal terms than to "dump." American engineers say it will be a long time before they are able to supply their own wants, and by that time their experience probably will have made them a very different people.

**Financial Editor, Saturday Night.**  
We wish to thank you for your letter containing your analysis of the financial statement which I sent you. We would say that following your recommendation we have invested \$1,000 in the bonds of this company.

—W. A. Shedden, Ont.

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**BRITAIN PROBES ORIENTAL TRADE POSSIBILITIES**  
The British Economic Mission to the Far East which sailed recently on the S. S. Macedonia, for China. Members of the party photographed at the Liverpool-street station. Left to right: Mr. Edmondson, Sir Ernest Thompson, leader of the mission; Lady Thompson; Mr. Gellitt, Overseas Minister of trade of the Mission; and Mr. Tullins, secretary of trade of the Mission.



# India As An Empire Unit

Prosperous Self-Governing Country is Eventual Aim of British Rule—Industrial Development Troubles Mother Country

By Sir Basil Blackett, K.C.B., K.C.S.I.

Late Finance Member of the Executive Council of the Governor General of India

IF India were in a stage of development comparable with that of the nations of Europe or the United States of America, this vast unhampered home market in a land enjoying extraordinary climatic and geographical variations could not fail to place her in the forefront of economic wealth.

Why is it that the extraordinary poverty of the masses is the salient feature of life there? Some observers are satisfied to find an explanation in describing India as a case of arrested economic and political development, yet the poverty of the masses was no less striking in the times of the Moguls, when India was at a stage of development not very different from that of contemporary Europe. It is not necessary to quarrel with the view that both politically and economically India today bears evidence of arrested development, but the explanation of the extreme poverty of her masses must be sought in some other direction.

The identity of the phenomenon today and in the time of the Moguls is a sufficient answer to those who, conscious of the contrast between India and modern Europe, would attribute all that is amiss in India to British rule. British rule—or, more strictly speaking, the impact of the West upon India—has, indeed, faced her with many difficult problems.

It is probable that if an India could be imagined which had remained until the present time untouched by Europe, her population would be less than half of what it is today, and she would not have had to cope with the task of assimilating an alien civilization, which for the first time in India's history has been too strong for Hinduism's power of absorption. But the impact of the West would have been as powerful and perhaps more destructive but for the protection of British rule. The standard of living of her people would certainly have been even lower than it is, and their poverty even more extreme.

There can be little doubt as to the fundamental reason for the peculiar economic conditions of India. It is to be found in the Hindu social system, in the doctrine of Karma, in the absence of active effort for material progress, in the presence of the active determination of Brahmanism to maintain and perpetuate the age-old social outlook enshrined in the caste system. The fundamental conservatism of India is scarcely credible to the Western mind; the census of 1921 discloses the fact that, in spite of all the recent developments of facilities for communication and the growth of industrialism, not more than 9% of the people of India live outside the district of their birth.

Up to the end of the nineteenth century the British Raj in India seemed contented to believe that its function was confined to providing law and order and good government for peoples who had suffered untold miseries in the chaos of the eighteenth century following on the break up of the Mogul Empire, and scarcely less intolerable evils under the tyrannous rulers of earlier centuries.

Up to this date, too, the blessings of

British rule and British justice were a favorite theme with India orators in the mouths of the Western-educated intelligentsia that was beginning to feel its way towards participation in the political life of India. The advent of Lord Curzon and the stirrings of political demands for a greater measure of self-rule led at the beginning of the twentieth century to a new economic outlook in the Government of India.

India had always been predominantly agricultural. The statistics indeed suggest, rather surprisingly, that even today the extent to which the population is dependent on agriculture is increasing rather than decreasing, and the census of 1921 registers 72.78% of the people of India as dependent on agriculture and pastoral pursuits, as compared with 72.2% in 1911, and 66.5% in 1901. There are reasons, however, for regarding the figures prior to the 1911 census as unreliable and, owing to changes in classification adopted in 1911 and continued in 1921, it is only the figures of the last two censuses that are safely comparable.

In any case it is not open to doubt that since 1900 there has been steadily increasing tendency, consciously fostered by the Government of India, to introduce—in some cases to re-introduce—organized industries of various kinds. In the adoption in 1923 of the principle of discriminating protection in the customs tariff, the Government of India, with the full support of the Council of State and Legislative Assembly, was avowedly aiming at producing a better-balanced economic organization, and providing commercial, industrial and technical openings for the educated young men of India, hitherto driven by the absence of large-scale industry and manufacture to the overcrowded clerical and legal professions.

Generalizations based on statistics are nowhere more misleading than in a study of the conditions of India as a whole. In vast areas of the country there have been scarcely any perceptible changes since 1900. Profound changes have taken place in the coal-field area of Bengal and Bihar. At Jamshedpur in Bihar, a big steel-manufacturing town of over 100,000 population has sprung into life, where in 1900 there was nothing but jungle, inhabited by a primitive tribe almost in the bow-and-arrow stage of civilization. Yet these developments are no guide to what is happening in Malabar. No one in the West would think of regarding the growth of the oil output of Rumania as significant for conditions in Portugal. Yet this error is constantly perpetrated when Europeans discuss India.

I have recently been reading a very remarkable book, remarkable both for its erudition and for its comprehensive grasp of big secular tendencies and ideas, by a German writer named Hans Kohn, entitled "Geschichte der Nationalen Bewegung im Orient" ("History of the Movement towards Nationalism in the East.") I have found it most suggestive and stimulating, but I could not help feeling that even so careful a student of events as the author was making a similar error, deduced from his study of the utterances of selected Indian leaders.

It is a great mistake to ignore the significance of the thought and ideals of the intelligentsia in India. They are the deliberate product of British efforts to lead India onwards towards self-government, and it is only through



TO MANAGE BUSINESS

E. P. Taylor, who has been recently appointed Vice-President and General Manager of the Brewing Corporation of Canada Limited, Mr. Taylor was previously a member of a firm of well-known investment bankers.

them that we can hope to reach our goal of a satisfied prosperous India within the fold of the self-governing units of the British Commonwealth of Nations. Yet probably 300,000,000 out of the 320,000,000 inhabitants of India are unaware of the passing of the Government of India Act of 1919.

The economic changes which have taken place in certain parts of India are very striking. Take the figures of iron and steel production, for example. In 1927-28 Jamshedpur produced 644,296 tons of pig iron and 408,343 tons of finished steel, where none was produced in 1900. Take the jute figures: 36 mills and 317,348 spindles in 1900, against 93 mills and 1,083,816 spindles in 1926-27—with a capital of 4.09 crores in 1900 and 17.34 crores in 1926-27. And, in this connection, remember the further very significant fact that whereas in 1900 there were very few Indian shareholders in the jute companies there are today many more Indian shareholders than there are European, holding some two-thirds of the issued capital, and yet content to entrust the management mainly to the hands of European—I might be more specific and say Scottish—business men, in whose experience and integrity they have learned to feel confidence.

Remember, too, that the revival of

(Continued on Page 56)

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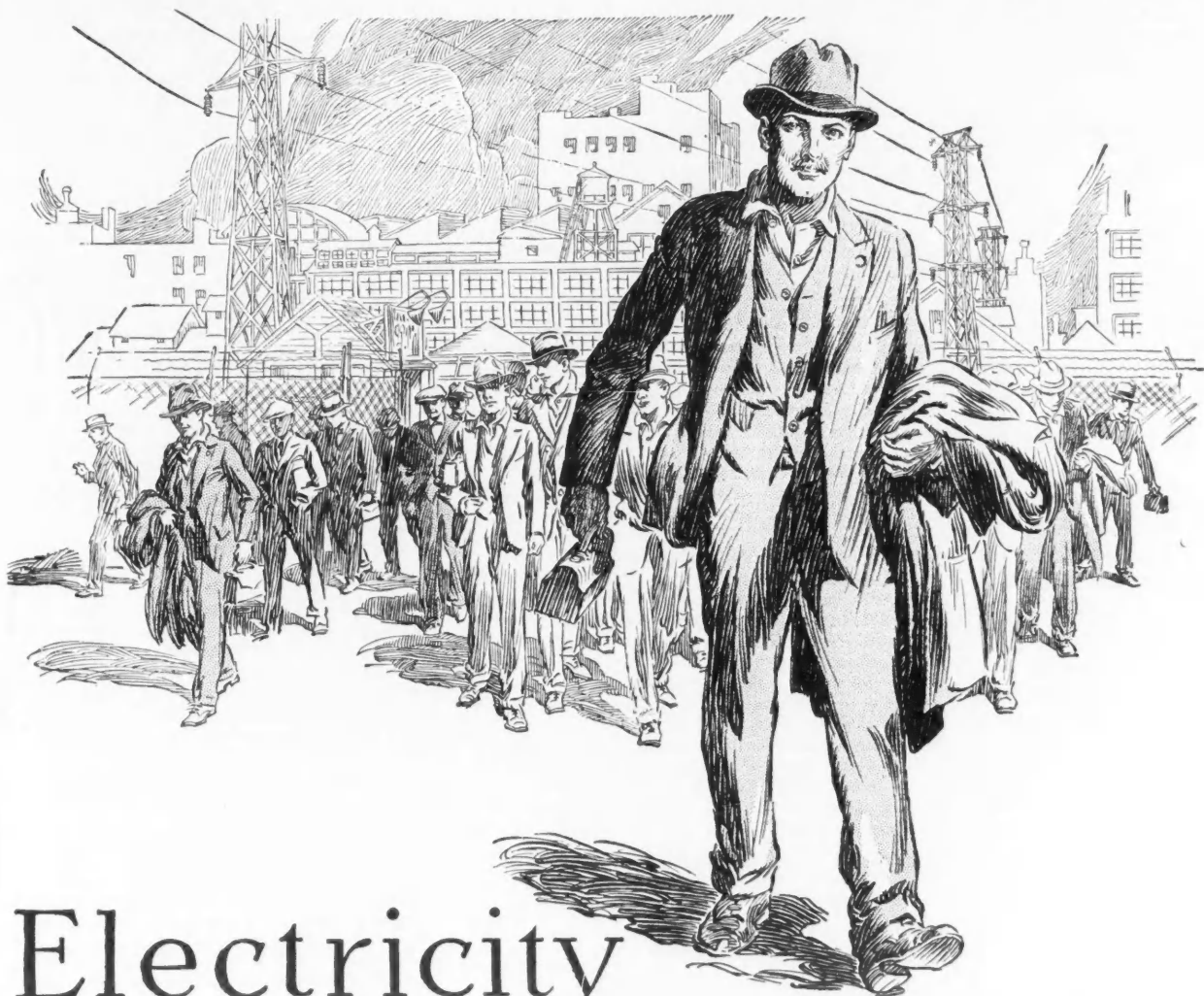
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—Photo by "Who's Who in Canada".



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# GOLD & DROSS

## WILL NICKEL CUT ITS DIVIDEND?

Editor, Gold and Dross:

Being a subscriber I have followed your careful comments on International Nickel. In another paper I read a reference to President Stanley's remarks on the occasion of the last special shareholders meeting, when he made reference to dividend. Have you any record of what he said? Anything you can add with regard to current or recent earnings will be appreciated.

—S. K. T., Toronto, Ont.

The special meeting to which you refer was called to authorize the increase in capital. President Stanley made several references to dividend. One was to the effect that by cutting off dividend entirely and curtailing operations it would have been possible to avoid issuing more stock. More direct was his warning with respect to the future. He said that if current metal marketing conditions continued to prevail and if there was any danger of weakening the then strong financial position, consideration would have to be given to the matter of dividend curtailment or elimination.

This statement was made in July and at the same time it was announced that the September disbursement of 25 cents a share would be made. In the first quarter of 1930 the company earned 30 cents a share net, paying 25 cents; in the second quarter the earnings were 20 cents a share, paying 25. The third quarter earnings are not known exactly but it was expected they would not be an improvement on the second. In this period another 25 cents was paid. The hope of preventing dividend curtailment or elimination appears to lie in the last quarter of the year. Copper prices have steadily declined now resting at 10 cents. The sales of nickel, while they have held up well under the circumstances of world depression can hardly be expected to show an increase.

On the other hand, construction program has been in large measure completed. Curtailment in the output of refined nickel was announced recently.

On the basis of the above information and conjecture it would appear doubtful that the present rate of dividend can be maintained. It is known that the company is anxious to maintain its rate but it may not be able to do so.

## MOORE CORP. COMMON STOCK

Editor, Gold and Dross:

I have a bit of money in common stock of the Moore Corporation, and I am quite worried because a friend tells me that the company is doing very badly this year and likely will have to stop paying dividends. Is this so? Please say if you think I should sell now. I have decided to follow your advice in the matter, as everyone seems to think so highly of your opinions on investments.

—E. T., Winnipeg, Man.

I am glad to be able to tell you that the situation in regard to Moore Corporation common stock is nothing like so unfavorable as your friend has suggested.

It is true, I believe, that both sales and earnings for the current year to date are down somewhat from last year, but I understand the decline is by no means a serious one and there seems to be no reason to fear for the continuation of dividend payments on the common stock. My information indicates that the annual report for the current fiscal year should make quite satisfactory reading for shareholders, especially in view of the very difficult business conditions existing during the period.

Although Moore Corporation common is a distinctly good stock in its class, I would not call your position sound if you have, as your letter indicates, a large proportion of your investment funds in this one common stock. Let me remind you of the old adage about not putting all your eggs in one basket. You should have a background of good bonds and preferred stocks, if the funds at your disposal are sufficient to permit of it, and the amount allocated to common stock should be spread over a number of issues, in order that you may have the protection and advantages provided by diversification. If you wish it, and I will give me an idea of your position and requirements, I will be glad to make suggestions.

## CANADA BISCUIT CO.

Editor, Gold and Dross:

Is anything the matter with the Canada Biscuit Company Limited? I own a \$1,000 bond, 6 1/2% interest, and maturing in 1946, and get my interest regularly, but a friend has read something in a paper that the company is getting in a bad way for money and may have to quit paying interest soon. Is this true? What would you advise me to do?

—S. C., Hamilton, Ont.

While you don't say what you paid for your bond, I imagine that a sale at current quotations around 80 would mean quite a loss to you. Nevertheless, in view of the unsatisfactory record and present position of the company, my advice is to sell and reinvest the proceeds in some other security affording greater safety of principal and a dependable income return. Many excellent securities can be purchased at attractive prices at the present time, and I would be glad to offer suggestions if you will give me an idea of your needs.

As the Canada Biscuit Company has not published a financial statement since it was incorporated in 1926, and does not supply information regarding its position, I cannot give you anything that is very definite. However, I have reason to believe that the company has done very poorly so far this year and that the better showing understood to have been made in 1929 has been more than offset by sharply reduced earnings in 1930. Interest has been paid regularly so far on the first mortgage bonds but no dividends have been paid since incorporation of the company on either the 7% cumulative preferred or the no-par-value common stock.

The company has been meeting particularly keen competition during the current year and it may be that earnings have been reduced to the point where continuance of interest payments on the first mortgage bonds becomes doubtful, although I have no information as to this. As I have said, the company does not give out information regarding its financial position, and it may really be in better shape than I have suggested. However, giving the company the benefit of all possible doubt, its position is undoubtedly unsatisfactory and as there is apparently no improvement in prospects, my advice is to transfer your investment to some company which is more generous in dispensing information to investors.

Canada Biscuit Company Limited is an interesting example of a consolidation that so far has not worked out

along the lines hoped for by its promoters. The company, incorporated in 1926, is a merger of some seven previously well-known concerns, the McCormick Manufacturing Company Limited, the Paulin-Chambers Company Limited, the J. A. Marvin Limited, Montreal Biscuit Company Limited, North West Biscuit Company Limited, North West Mill and Feed Company Limited.

Each of these companies was turning out products that were well and favorably known under their individual brand names, and the Canada Biscuit Company made the serious mistake, after the amalgamation, of trying to standardize the various products and to centralize merchandising under the Canada Biscuit name. The attempt was to make the Canada Biscuit Company one large operating company instead of something in the nature of a holding company. The result was, of course, that reputations which had been built up over years by the individual products were sacrificed and sales fell off sharply.

Difficulties were also met with in consolidating the operations of the various plants, and as a result of these troubles, earnings fell off sharply very soon after the amalgamation and have been decidedly unsatisfactory ever since. Later on the mistake was recognized and steps were taken to unscramble the omelet by decentralizing operations of the various companies. The old brands were put on sale once more and as they still retained public good-will, sales showed an improvement. This resulted, it is believed, in more satisfactory operating results for 1929, but the company seems to have been unable to retain this advantage in 1930.

## NORANDA DISCOUNTS LOWER PAYMENT

Editor, Gold and Dross:

What, in your opinion, is the chance of Noranda continuing to pay 50 cent quarterly dividends? Do you suppose in the event that they are not earning this rate, they will eliminate it altogether, as I note some of the American copper companies which were paying as high as 3 1/2% quarterly, did recently? Is the copper situation improving?

—M. R. T., Montreal, Que.

If copper remains for any considerable period below 11 cents—it is now 10 cents—it is not likely that Noranda will continue to pay 50 cents quarterly. In my opinion the probable course will be a reduction, perhaps a halving of the current rate. This would appear to be quite a normal procedure. The company could not be expected to jeopardize its treasury position.

It seems reasonable to suppose that the recent drop in the stock discounted the dividend probabilities to some extent.

While it is true that Noranda draws a considerable revenue from its gold production and is preparing to lean more heavily on this source it is not feasible for it to make profits from ten cent copper which will permit disbursements which were predicated on 13 cent metal.

## IS MASSEY-HARRIS A BUY?

Editor, Gold and Dross:

What do you think of picking up some Massey-Harris common stock now that it has gone so low? I know that the passing of the dividend has scared a good many people out and I know several that have been sold out in the last week or so. My reasoning is that this stock can't go a great deal lower, that the company is a sound one and that after this depression gets over, the stock should be good for a pretty fine jump. I can afford to do without income in the meantime if my reasoning is sound. What do you think?

—L. M. P., Brantford, Ont.

From the tone of your letter, I would judge that you are the sort of investor, or speculator, who might make the buying of Massey-Harris at present levels, turn out to be a very profitable deal indeed. Frankly, I am inclined to agree with your reasoning. I do think, however, that this is the sort of stock which could only be recommended to those who fully realize the dangers as well as the possible benefits. It certainly is not indicated for the average conservative investor.

The ills that are besetting Massey-Harris are world wide. I hardly need to tell you that Canada isn't the only country suffering from the reduced buying power of the agricultural community and since Massey-Harris is now a world-company, it is hit on all fronts. When this general depression will clear up, even our most prominent economists refuse to say. It may be a long drawn out affair, and even the next two or three years may not see any major improvement—as far as agriculture is concerned.

On the other hand, crop failures do happen, and grain prices may climb further before very long. The important thing, I believe, is that Massey-Harris is strong enough to weather the storm, however severe it may be. It has come through depression periods before in its long and successful history.

As far as Canada is concerned, direct benefit should be reaped from the additional tariff protection recently accorded, but this again offset by the greatly reduced purchasing power of the western farmer. An encouraging thought is that possibly to compete in world markets, production costs of grains must be considerably lowered by the increasing adoption of mechanical methods—a development which should prove distinctly profitable to Massey-Harris. Certainly, with its capable management, the company will leave no possible avenue of profits unexplored.

The point for you to decide is whether or not you have the patience to wait for your reward, if you buy Massey-Harris now. If you think that you can, I think that an eventual substantial profit awaits you—one which will much more than offset the carrying charges on your money in the meantime. Massey-Harris is currently a good buy for poker-faced gamblers with infinite patience.

## A BUY FOR A YEAR'S HOLD

Editor, Gold and Dross:

I and others of your readers here are interested in the common stock of Weston Electrical Instrument Corporation and we would like you to say whether you think the shares will go lower still or whether you think they merit holding. Any information you can give us regarding current earnings and future prospects in this respect will be appreciated.

—C. G., Westmount, Que.

Yes, I think you can safely hold, as it seems probable that results for this year will warrant at least the present level of 26 1/4 for the common shares, in addition to which the further potentialities for earnings growth in coming years should justify a fairly substantial appreciation in market value, with a return to normal business

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This is the expressed opinion of those most competent to judge and we entirely agree with it. While we do not think there will be an entire reversal of present conditions in every industry in the near future, the ultimate prosperity of Canada is assured. Certain industries will show better earnings sooner than others and advantage could well be taken of such opportunities. We suggest you consult us in the matter without incurring any obligation. Send for our selected list of

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## GOLD & DROSS

and stock market conditions. Of course, with the stock market in the condition it has been lately, it is quite possible that there may be a recession below the present level, but I think that any further decline should be a very minor one in view of the company's position and prospects. I think that the stock is not only a hold, but a buy around the present level for holding throughout 1931.

For the first half of 1930, the company reported net income of \$448,884, equivalent to \$2.15 per common share, as compared with \$461,922, or \$2.14 a share for the corresponding 1929 period, based on a larger capitalization. The results for the second quarter showed a sharp drop of \$61,440 from those of the first three months, which latter made a better showing than did the initial three months of 1929. This reflects a slowing down of business in the entire electrical equipment industry. Results for the second half of 1930 will probably be somewhat under those for the first half, with earnings for the full year around \$3.50 a share, or better. The outlook for the future appears favorable, with probably greater profits being effected through economies with any sustained improvement in general conditions resulting in a material increase in sales.

The company's outstanding capitalization consists of 50,000 class "A" shares and 146,600 common shares, both of no par value. Dividends are paid at the annual rate of \$2 per share on the class "A" shares, and \$1 on the common. The class "A" stock is being steadily retired at \$37.50 a share, which feature minimizes the speculative possibilities but improves the position of the common stock. The company is adequately supplied with working capital and its general balance sheet position is favorable.

### POTPOURRI

J. R., Millgrove, Ont. CANADIAN MAUSOLEUMS LIMITED is a holding company owning all the stock of Canada Mausoleum Limited. This latter company owns and operates, I understand, some 18 mausoleums in Ontario and has recently also branched out into Western Canada. The preferred stock of the company, a 7% issue, is authorized to the extent of \$300,000 and at the present time, I am informed, \$199,600 worth has been issued. Dividends were paid on this preferred stock until January last, when it was decided to pass the dividend because of the expansion of the company in the West which had produced working capital. No market exists for either the preferred or common stock of the company.

H. N., Montreal, Que. Common stock of EASTERN DAIRIES LIMITED appears to offer speculative attraction for long term holding. As you know no dividends are paid on this stock at the present time but should this company continue the progress which it has experienced during the past two years inauguration of payment should not be long delayed. For the year ending March 31st last the company reported earnings of \$1.17 per share on the common as compared with 68c for the previous year. In addition the company was able to report a materially strengthened balance sheet position. To be sure the earnings did not come up to the prediction of \$3.00 per share which had been made during the year, but nevertheless the situation can be regarded as fairly satisfactory, having regard to the consolidation effected during the period. The company operates, as you know, in Toronto, Hamilton, Ottawa, and Montreal. Its various units are reporting increased sales.

S. T., Orillia, Ont. The salient points about FALCON-BRIDGE are that it has a completely paid for smelting plant, a refinery in Norway, a sales channel for its nickel and copper, a large supply of ore of fair grade and a good treasury. Its plans include the doubling of present capacity late in 1931 or early in 1932, when power is available. Falconbridge ore only runs about 46 pounds of nickel and 20 pounds of copper to the ton, recovered. Therefore the price of copper is not of paramount interest to the company. It would be better to look upon Falconbridge as an industry in the building-up stage. It has made a modest start but may become a factor in the nickel business in years to come. There is apparently room for it in the expansion of nickel uses and as the management is high grade and experienced, a gradual acquisition of profitable business could be normally looked for.

W. H., Montreal Que. The liquidator of the F. LYALL & SONS CONSTRUCTION COMPANY has not as yet issued any official statement which would indicate what shareholders of this company may ultimately receive. The company is, as you no doubt know, being currently operated under the direction of the liquidator, George S. Currie, of Montreal. It is currently reported that he is making progress in winding up the affairs of the company, but it is expected this may be quite a long-drawn-out affair. Chief interest attaches to the company's claim against the Dominion Government. Estimates as to what the common shareholders may receive have varied all the way from \$10 per share to nothing. Certainly the outlook does not, at the present time, appear particularly bright.

P. R., St. Thomas, Ont. A brief review of HOWEY would include the following observations. Development to 500 feet in depth indicated a large tonnage of \$7 ore, according to officials. It was decided to continue development to 1,000 feet, when the ore position changed somewhat. A very large addition to tonnage was made, through widening out of ore-bodies. Grade however, declined somewhat and was placed at between \$6 and \$6.50 by officials. A mill of 500 tons capacity was erected at fairly high cost and milling operations were initiated last spring. Following early difficulties with the mechanical equipment, which were overcome, production returns were disappointing, the recovered grade, with low tailings, running slightly under \$4 to the ton. It is not probable that the mill can make a profit with these recoveries. During later months of depth development and mill construction the company ran into debt to its principal shareholders, to the extent of \$500,000, a debt which is still in existence and may even be growing slightly. The big disappointment has been in connection with recoveries. Inasmuch as management and board of directors are high class and there can be no question of the sincerity behind original ore value estimates it is apparent that there is here a mining problem which will require care in solution. Dilution of values has been suggested as an explanation of the returns from lower level ores. It is not impossible to solve such a problem, by careful following of the higher grade material, although this practice would lower tonnage estimates. The mine is now under examination by an independent firm of engineers and the report may be available to shareholders this fall. In the meantime the situation is as outlined above—a situation into which an outsider would hesitate to precipitate himself.

E. L., Toronto, Ont. A purchase of the shares of the GRAND CENTRAL MARKET LIMITED would be exceedingly hazardous at the present time. Very recently the building was still uncompleted owing to failure of the sponsors, the G. A. Stimson Company Limited, to provide the necessary funds. So far as I know this is still the situation. In any case a purchase of the shares of a proposition like this which still has to demonstrate that it can earn on a profitable basis would be an out and out speculation, particularly in view of the lack of any market for the shares.

C. J., Dunnville, Ont. I am not particularly impressed by the chances of the SIMCOE MUSKRAT BREEDERS SYNDICATE, particularly if it ever had anything to do with Big Creek Muskrat Farms. We have on a number of

occasions advised the public against this latter concern. As a matter of fact I do not think that the muskrat breeding industry in Canada has developed to the stage where it warrants appealing to the public for support. In other words, I do not think that any investor should put money into any of these muskrat breeding schemes.

C. F. R., Toronto, Ont. You might have your shares transferred to your own name. The head office address of AMITY is 501 Lumsden Bldg., Toronto. There is little chance of Amity resuming operations at this time. There is very little money in the treasury and with the price of copper at unprecedented levels there is a minimum of interest in what can be fairly described as a prospect which gave only questionable results from the production angle.

H. W., Dunnville, Ont. While the common stock of DEFOREST CROSLY RADIO COMPANY LIMITED cannot be placed in the investment class at the present time, nevertheless I would consider it a fairly attractive speculative buy. All reports issued by the company indicate that business is holding up remarkably well and the company is now approaching its season of greatest demand. Sales are reported to be running materially ahead of those of last year. For the 15 months ended March 31st last, the company reported earnings of \$1.61 per share of common stock as against \$1.48 in the previous twelve months. The common is, as you know, on a 20c quarterly dividend basis or 80c. annually. The yield of over 8 per cent. at the present time indicates, of course, that the market regards the stock as speculative.

C. E., Ottawa, Ont. In my opinion the stock of IMPERIAL OIL LIMITED, if bought at the present time, and held for a period of three to four years would prove a profitable investment. On the other hand, I would not advise purchase of the stock at the present time with any view to near term appreciation on the market. The company is the dominating factor in the distribution of petroleum through Canada, and I think that it should repeat in the future its excellent and profitable history of the past.

W. E. D., Perth, Ont. Your lot in WILKIE township, Matheson district, is just acreage at this time. Later you might be able to group it in with some of the neighboring properties. You should not be misled by exaggerated reports of finds in the area. Right now there is an intensive search on the part of the big mining companies for gold showings and you can rest assured that if the reported discoveries in Wilkie were even partially substantiated on examination they would be eagerly taken up. The reports to which you refer came out at a time when the public was ready to believe anything about gold prospects. The real mining scouts looked things over in the Matheson area. They were ready to do business but could not see anything on which to proceed.

E. J., Quesnel, B.C. I would not advise purchase of the securities of the SHATTUCK DENN COMPANY at the present time. This company is, as you know, an Arizona copper mining company. On August 20th of this year the Supreme Court declared that a merger between the then Arizona Copper Mining Company and the Shattuck Arizona Mining Company was illegal. In addition I would not advise, at the present time, the purchase of any copper stocks.

J. H., Orillia, Ont. I would not advise the purchase of the bonds of the CANADIAN RAIL AND HARBOR TERMINALS LIMITED at this time. The company seems to be making progress but earnings are not yet as large as is desirable. An important disadvantage is the lack of any active market for the issue.

F. W., Ottawa, Ont. I do not see any reason for disposing of the preferred stock of CANADIAN POWER AND PAPER INVESTMENTS, on which dividends have regularly been paid to date. The company is, as you know, an investment trust sponsored by Nesbitt Thomson and Company of Montreal, and was originally formed to invest in the securities of pulp and paper companies. However, in view of the depressed condition which has taken place in this industry for some years past, the company has branched out into other lines, and according to its late statement only 20 per cent. of its holdings were in the pulp and paper industry. It has, I believe, been concentrating rather on utilities. It is impossible, of course, to predict definitely the future of the company, but owing to its good sponsorship, its strong directorate and apparently able management, I think it should continue to do well in the future.

W. H., Toronto, Ont. MOTOR CAR SECURITIES CORPORATION OF CHICAGO, ILL., was taken over in 1928 by the MERCANTILE DISCOUNT CORPORATION which at the same time took over the Mercantile Discount Corporation of Illinois. Mercantile Discount Corporation, which is engaged in the financing of the instalment purchases of automobiles, household equipment, machinery and factory equipment, and fixtures reported net income of \$219,000 for the year ended December 31st last. The office of the Mercantile Discount Corporation is at 110 South Dearborn Street, Chicago, Ill., and I would suggest that you communicate with this office immediately in order that the transfer of shares, if possible, might be made.

E. W., Toronto, Ont. I am afraid I cannot agree with you in your opinion of the GOODYEAR TIRE AND RUBBER COMPANY OF CANADA LIMITED. It is not strictly correct to say that Goodyear reduced its dividend. The regular dividend on Goodyear common stock was \$5 annually, paid \$1.25 quarterly, and an extra dividend or bonus of \$5 was also paid. At the last meeting the directors declared the regular quarterly dividend, together with an extra of \$2.50. While I will admit that to many people the Goodyear dividend was generally accepted as \$10, nevertheless it was not the case nor had the directors ever incorporated the extra dividend into the regular payment. In my opinion the management of Goodyear Tire and Rubber Company of Canada has been exceedingly frank with shareholders and has issued much more information, from time to time, than do many companies. There is nothing the matter with Goodyear of Canada. It has suffered reduced earnings, in company with all tire producing companies on this continent, and due to reasons over which these companies had no control. Both the original equipment business and the replacement business in automobile tires has been severely hit this year, and earnings must naturally be expected to reflect this. I cannot see that you have been victimized in any way in view of the circumstances as I have outlined them. Those who were following the course of the tire industry realize that earnings must of necessity be lowered this year, and the reduction of an extra dividend is the natural course.

W. H., Waterloo, Ontario. Stock of the ALOKA OIL AND GAS COMPANY is an out and out speculation and I would not advise anyone to purchase it who does not care to gamble. Such stocks certainly cannot be classified as investments. The whole outcome depends, as you know, on whether or not the company is fortunate enough to strike oil, and I am not particularly impressed with the general outlook for Western Oil fields at the present time.

### NOTICE TO READERS

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Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope.

Each letter of inquiry should refer to one company or security only. If information on more than one company or security is desired, the sum of fifty cents must be sent with the letter for each additional company or security inquired about. If such additional inquiries relate to mining or insurance matters, they should be written on separate sheets of paper.

Inquiries which do not fulfill the above conditions will not be answered.

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W. R. HOUGHTON, MANAGER

# Concerning Insurance

## Ambulance Chasing "Racket"

Increase in Automobile Accidents Brings Many Additional Tramped Up Damage Claims

By GEORGE GILBERT

WITH the heavy increase in the number of automobile accidents, the total of faked or questionable claims against insurance companies by ambulance chasers and others has grown to large proportions.

It goes without saying that if insurance companies are put to a lot of expense in connection with such demands upon their funds, the cost must be passed on to the automobile owners in increased premium rates.

Concerted action on the part of insurance companies, the legal profession and the public authorities is required in order to remedy the situation.

It should not be overlooked that the bona fide victim of an automobile accident is usually a loser if his case is handled by one of these ambulance chasers or the latter's lawyer, as the charge for their service is grossly excessive.

With the coming into force of the automobile financial responsibility law, providing that if a motorist is unable to satisfy a judgment in a damage action his license is to be suspended, many motorists will be induced to protect themselves by taking out the necessary insurance. This in turn will increase the field of operation for the so-called ambulance chaser, whose first question to a prospective victim is generally, "How about insurance?"

These birds of prey are keen after business, as the rewards are high. They obtain their information on accidents from emergency ward records, from police courts, and even from the newspapers. In some places they obtain information through a "tip service" from hospital attaches or members of the police department assigned to the investigation of accident cases. As it is highly important to obtain first news of accidents, attempts are often made to subsidize some hospital attaché, who is offered attractive pay for first information on cases that can likely be settled for substantial sums.

With the required data concerning the case in his possession, the ambulance chaser next attempts to make contact with the victim of the accident, or, failing that, with the next of kin. He calls on the wife or husband of the victim, and makes a strong sales talk, often showing photostatic copies of cancelled cheques for large amounts for which insurance companies have settled damage claims.

If he is successful in obtaining a signed agreement, allowing him or his lawyer, if he is not himself a lawyer, to handle the case, he next proceeds to make a careful investigation as to the probable liability of the parties involved, the relative position of the two automobiles, if it is a collision case, whether or not either of the parties had been drinking, names of witnesses, and any other relevant information.

When he has his case report complete, he then attempts to settle directly with the insurance company, unless he knows that the company will not deal with the claim in this way. Usually, however, the claims

department of the company is willing to open negotiations with anyone legally representing the insured, with a view to the settlement of the claim in the least expensive manner.

Unjustified claims have been frequently paid by insurance companies, on the ground that it was cheaper to settle for the amount it would cost to effect a settlement in this way, than it would be to take the claims through court. Such payments are regarded as "nuisance charges," and, while looked upon with a great deal of disfavor, they have come to be accepted as the least costly way out in certain cases.

Undoubtedly the present jury system, with the well-known human inclination to stretch a point to make the insurance company pay whether the claim is just or not, has been a large factor in causing many claims of insurance companies to settle for a reasonable amount rather than fight a case through the courts.

As a result of an investigation some months ago in New York into the activities of ambulance chasing lawyers before Supreme Court Justice Wasservogel, carried out at the instance of the New York and Bronx County Bar Association and the Association of the Bar of the City of New York, no less than 74 lawyers were brought to book and a dozen or so were either disbarred or suspended. One of those disbarred was charged with withholding fees out of settlements in larger amounts than allowed by the courts and with submitting false affidavits. Another was charged with having brought 26 actions in the name of a renter of automobiles, at the rate of about one a week, for accidents, none of which ever occurred. One of those suspended was charged with being dilatory in turning over money received in settlement of an accident case.

One of the direct benefits from this investigation was a reduction in insurance rates, as the insurance companies passed along to the public the saving effected by the withdrawal of many fake accident cases as a result of the scare thrown into lawyers associated with counsel with ambulance chasers, accident fakers, and other questionable characters in tramped up claims.

## New Form of Automobile Accident Policy

A NEW and improved form of automobile personal accident policy has recently been placed on the market by two companies under the management of Massie & Renwick Limited—The Dominion Fire Insurance Co., and The Metropolitan Casualty Insurance Co.

It is called the "M & R" form, probably owing to the fact that it is only through that organization that the coverage can be obtained.

A perusal of the policy wording indicates that it is carefully designed to meet the most essential needs of those who are unfortunate enough to be the victims of automobile accidents. A brief outline of the coverage follows:

Section One—A principal sum of \$2,000 with corresponding dismemberment benefits.

Section Two—A weekly indemnity of twenty-five dollars during total disability, up to a limit of twenty-six weeks, followed by indemnity of twelve 50/100 dollars per week during partial disability, up to four weeks.

Section Three—In addition to section two, an expense limit up to \$500 while confined to a licensed hospital on account of treatment by a physician, surgeon, X-ray, nurse or hospital.

Section Four—In addition to section two—medical treatment of \$10 per week during total disability when not confined to a licensed hospital, up to twenty-six weeks.

Section Five—Physician's and surgeon's expenses up to twenty-five dollars for non-disabling injuries.

Section Six—Identification and registration expenses up to \$100.00.

It is not intended that the policy should include the occupational hazard, thereby conflicting with the coverage available under the usual personal accident policies, therefore persons engaged in certain occupations are excluded from participating while performing duties from which they gain a livelihood. The complete policy is available to housewives or unemployed persons except that the weekly indemnity provision is deleted.

The insuring clause reads as follows: "Bodily injuries effected solely through accidental means—(a) while driving, demonstrating, operating, refuelling, oiling, adjusting or cranking a private passenger automobile; or (b) while riding in a public or private passenger automobile; or (c) in consequence of being struck, run down, or run over by an automobile; or (d) in consequence of the explosion or burning of an automobile."

The premium is ten dollars per annum and a careful perusal of the contract will indicate that practically every phase of the financial burden following an automobile accident has been taken care of, leaving intact the weekly indemnity of twenty-five dollars which will not be earmarked by the assumption of medical, surgical and hospital bills.

## Ontario Equitable Joins Life Presidents Association

AT THE regular meeting of the Association of Life Insurance Presidents on Friday, September 26th, The Ontario Equitable Life and Accident Insurance Company of Waterloo, Ont., was unanimously elected to membership.

The Ontario Equitable Life and Accident Insurance Company was incorporated under the laws of Ontario in 1920 and began business in November of that year. Its President is S. C. Tweed. Its assets as of December 31, 1929, were \$7,323,146 and its insurance in force on that date amounted to \$52,460,013.

The Ontario Equitable is the tenth Canadian company to be admitted to membership. Association companies now number 70, domiciled in 22 States, the District of Columbia and two Provinces of Canada.

## Why Insurance Companies Should Advertise

ABOUT the coldest start for an insurance agent trying to sell a policy is to have the prospect say: "This must be a new company. I never heard of it before."

## INSURANCE INQUIRIES

Editor, Concerning Insurance:  
Will you please advise me as to the best type of annuity if taken at the age of 34 in order to come into effect at the age of 55.

Is it possible to purchase a fixed income from 55 onward and have the principal willed to a beneficiary?

The Sovereign Life has been recommended to me, but I am wondering if any of the larger companies offer better contracts through the fact that their businesses are of a vaster nature and no doubt have larger reserves yielding profits.

—L. A. Toronto, Ont.

If it is desired to secure a fixed income from age 55 onwards, leaving the principal available to be willed to a beneficiary, the object may be accomplished by taking out an endowment policy to mature at age 55 and leaving the proceeds with the insurance company at interest, and drawing the interest as income. Most companies guarantee a rate of 3½ per cent. on proceeds of insurance policies left with them, though in practice they are paying a higher rate, some as high as 5½ per cent. on such moneys. The rate paid by

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Edmonton Credit Building, Edmonton, Alberta.

the Sovereign Life is 5 per cent., I understand.

A considerably larger fixed income can be secured for the same amount of deposit, if the return of principal feature is omitted, by means of an annuity or pension bond policy, which will pay you a regular income from age 55 for the rest of your life, or for 10 years certain in any event, so that if you died after receiving a few payments the remainder of them will be paid to your beneficiary. Should you die before age 55, the amount of your deposits with 3 1/2 per cent. interest will be paid to your beneficiary. Such a policy may be obtained with cash and loan values after three years, the same as under an ordinary policy, and also with the privilege of taking the commuted value in a lump sum at age 55 instead of the monthly income.

You would be making no mistake in buying insurance from the Sovereign Life. While it is not as large as some other companies, it compares favorably with other life companies in regard to safety and financial soundness and satisfactory returns to policyholders.

Editor, Concerning Insurance:  
I am writing to inquire whether the Pilot Insurance Co. is a safe company with whom to insure an automobile.

—J. W. H., St. Catharines, Ont.  
You need have no misgiving as to the safety of insurance placed with The Pilot Insurance Company, as the company has been placed in a sound business and financial position by the Standard Accident Company of Detroit, which purchased the controlling shares of the Pilot a few months ago.

The Pilot is regularly licensed to do business and maintains a deposit with the Ontario Government for the protection of policyholders. It is safe to do business with.

Editor, Concerning Insurance:  
Would you mind telling me if the American Automobile Insurance Co., of which Irish & Moulson, Toronto, are agents, is a reliable company and in case of trouble could claims be settled with them as easily as if their head office was in Toronto.

I also asked this company for an insurance certificate to file with the Highways Department, in accordance with the new insurance law, but they told me it wasn't necessary until you had an accident. Is this the truth?

—J. M., Toronto, Ont.  
American Automobile Insurance Company, with head office at St. Louis, Mo., and Canadian head office at Toronto, is regularly licensed to do business in Canada and has a deposit with the Dominion Government of \$460,000 for the protection of its Canadian policyholders.

It is accordingly safe to insure with, and there is no reason why settlement of valid claims should not be as speedily settled with it as with any other company, seeing that its Canadian head office is in Toronto.

While it is not necessary to file an insurance certificate with the Registrar of Motor Vehicles until you bring yourself within the operation of the new Financial Responsibility Law, it is advisable to do so in my opinion, so that in case you do meet with an accident there will be no danger of your license or permit being suspended until such a certificate is filed.

Editor, Concerning Insurance:  
Enclosed you will find a stamped and addressed envelope. Please be good enough to advise me if you consider that the British Colonial Fire Insurance Co. of Montreal is in a sound financial position.

—H. I. A., Sudbury, Ont.  
British Colonial Fire Insurance Co., with head office at Montreal, has been in business under Dominion license since June 1, 1912.

At the end of 1929 its total assets were \$921,454.53, while its total liabilities except capital amounted to \$416,923.63, showing a surplus as regards policyholders, of \$504,530.90. As the paid up capital is \$100,340, the net surplus over paid up capital and all liabilities was accordingly \$404,190.90.

The company is in a sound financial position and safe to insure with. Its total income in 1929 was \$977,128.88, including \$395,938 increase in paid up capital, while its total expenditure was \$699,417.43, showing an excess of income over expenditure of \$277,711.45, though the underwriting loss in 1929 was \$121,057.66.

It has a deposit of \$97,000 with the Dominion Government for the protection of policyholders, and is authorized to transact fire, automobile, limited explosion, sprinkler leakage and tornado insurance throughout Canada.

Editor, Concerning Insurance:  
What is your opinion of the Twenty-five Hundred Clubs in British Columbia? At present they have paid the full amount, but will they do so in twenty years' time? The rates seem much cheaper than those of a line company.

—A. W., Cranbrook, B.C.  
These 2,500 Clubs are nothing more or less than a recrudescence of post mortem assessmentism, which time and mathematics have abund-

antly proved to be an absolutely unsound basis upon to predicate life insurance benefits.

Only those who are uninformed on the most elementary principles of life insurance could be induced to depend upon such a scheme for permanent life insurance protection.

Hundreds of such concerns organized in the past—they were called associations and societies' and not 2,500 Clubs in those days—failed and went out of business with great loss and hardship to their members, leaving them without any protection at all and often at a time when they needed it most, and, by reason of advanced age or infirmity, were unable to get insurance elsewhere.

As a matter of fact, not a single one of them has survived to show that life insurance can be successfully conducted on the assessment system. That is why the law of the Dominion, and of all the Provinces but one or two, no longer permits of the licensing of companies or societies to do life insurance on the assessment system. It is hard to understand why one or two of the Western Provinces still do nothing to protect the public against the operation of such unsound schemes.

Editor, Concerning Insurance:  
I understand that the British Surety Insurance Co., which started a few years ago to do an insurance and re-insurance business, is in financial difficulties. Can you give me any information as to the present position, or where such information may be obtained?

—C. D., Montreal, Que.  
A WINDING up order for the British Surety Insurance Co., Limited, was made on May 12, 1930, and the official receiver has presented a report on its affairs, dated September 3, showing liabilities of £154,851/13/0 and assets of £20,722/19/6, leaving a deficiency of £134,128/13/6.

Heavy promotion expenses, failure of sub-underwriters to meet their obligations in regard to stock issues, are, in the opinion of the official receiver, the main causes of the company's failure. He also states that the charges for rent and managerial expenses were out of all proportion to the amount of business transacted.

H. A. Van de Linde, 4, Fenchurch Ave., London, E.C., Eng., was appointed by the Court as liquidator, with a committee of inspection, and no doubt any further details desired could be obtained by writing him.

Editor, Concerning Insurance:  
What is the idea behind the nationalization of all insurance business, which I see advertised in certain quarters in Great Britain and on the Continent? Is it likely to ever become a live issue on this side of the water?

—J. K. F., Winnipeg, Man.  
THE idea behind nationalization is that insurance can be better and more economically administered by the State than by private companies.

The fact that workmen's compensation insurance has already been made a government monopoly in the Province of Ontario and in several States of the United States shows that the idea of nationalization of insurance is not without its supporters on this side of the water. Unless the insurance interests take steps to convince the public that government monopolization of insurance business is uneconomical and unsound and outside the proper functions of government of a free people, the question of nationalization may be in time be forced into the domain of practical politics here as elsewhere.

Private insurance has unquestionably proved its worth by conferring great and lasting benefits on the whole community both directly and indirectly, and private insurance is in a position to guarantee the continuance of these benefits in the future, while any benefits to come through nationalization are still only in the nature of expectations which may or may not materialize in the future.

Public opinion will decide the question of nationalization, and public opinion should not be allowed to drift in that direction without the case for private insurance being adequately presented.

In time the question may become a bread and butter one for those engaged in the insurance business, though at present the threat of nationalization is not taken seriously, those advocating it being regarded mostly as either mere political adventurers or harmless visionaries.

## NOTICE TO READERS

Saturday Night's Insurance advice service is for the use of paid-in-advance mail subscribers only. Saturday Night regrets that it cannot answer inquiries from non-subscribers.

Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope.

Each letter of inquiry should refer to one subject only. If information on more than one subject is desired, the sum of fifty cents must be sent with the letter for each additional question.

Inquiries which do not fulfill the above conditions will not be answered.

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PUBLISHERS OF SATURDAY NIGHT



# Restriction Proves A Fallacy

## World-Wide Experience Demonstrates That Prosperity is Not Attained by Lessened Output

By LEONARD J. REID

Assistant Editor of The Economist, London

AFTER some eighteen months of endeavour which seemed at last to be within an ace of success, the scheme for deliberate restriction of output of rubber, as desired by a vast number of the European planters, has been definitely abandoned as a result of the non-co-operation of the Dutch Colonial Government. This important turn of affairs nevertheless still leaves a number of other industries seeking salvation by means of restriction of output. Some consideration of this general policy is therefore not out of place.

It is interesting to inquire what are the essentials of a restriction scheme and if applied how far it can contribute to general economic prosperity. In the first place, a restriction scheme to be effective must be complete. It is useless for British producers of rubber, for example, to withhold supplies of their commodity if Dutch producers are quite free to rush into the markets. Similarly with any other re-

striction scheme, if only some of the suppliers agree to it, they merely reduce their own chances of making a profit and give other suppliers an opportunity to come in and spoil the market.

Not only must a restriction scheme be complete in itself, but the commodity in question must be relatively free from the competition of substitutes. If not, a rise in price of the first commodity brings the substitutes into the market, and the producers of the restricted commodity may find the loss of the diminished market more serious than the gain in price. When substitutes constitute a menace of this kind, control or restriction of output of the substitutes is also necessary.

Apart from substitutes, however, a restriction scheme is successful in proportion to the absence of restriction schemes in other industries. If the copper producers, for example, succeed in their restriction plan, and by raising prices increase their profits, but

simultaneously other industries do likewise then the copper producers would have to pay more for everything they bought and so they would be no better off after all. It is clear, also, that if all industries restrict output less wealth is produced in the world. This seems a strange way of enriching an already impoverished world!

Restriction of output is definitely an egotistical sectarian movement aimed at a greater or lesser exploitation of the majority. It hinders other producers, by making more expensive their material and plant, and eventually it raises the cost of living generally. It will be seen therefore that, in the first place, effective restriction is very difficult to apply, and secondly, that even if applied it can bring benefit, at the best, to only the one or two industries which apply it and not to industry as a whole. Supposing a number of industries did indeed all successfully apply restriction of out-

put, this would only add to the economic distress of the world.

There seems little to be said, therefore, either for the practicability or for the theoretical justification of restriction of output. There is yet another danger inherent in restriction, as in all protective schemes. It protects the inefficient as well as, and indeed, more than, the efficient. The recent abandonment of the restriction plans for rubber, leaves some firms almost unperturbed because their efficiency can face the new low price. Non-restriction has always this to be said for it, it kills off the less economic units. Unfortunately the killing is usually a prolonged and painful process; nor does that end the matter, because with a rise in prices these second rate units come back into production and disturb the existing more efficient ones. The lack of restriction has its own disabilities no less than restriction.

The ultimate road to continued prosperity may perhaps lead in a different direction from either. Meanwhile, despite the *pros* and *cons*, and the recent rebuff to restriction in the rubber industry, some of the ablest leaders of a number of other industries continue their endeavours to establish restriction; this is so notably with tin, copper, tea, coffee and wheat. Why do they pursue what appears to be a policy of futility? Partly because of the "minority" frame of mind which causes each industry to play its own hand as vigorously as possible, but perhaps also because, tired of years of fluctuating prices due to violent monetary movements and slumps and booms, producers are aiming above all at stability.

To avoid price fluctuations which are an impediment to genuine production, producers, as distinct from speculators, will be tempted to formulate schemes to regulate trade. Restriction, a policy of negation, will possibly soon pass into bad odour and more modern ideas of constructive regulation may then make their appeal. To those who abhor price fluctuations a road yet to be explored is co-operation between producers and consumers.

Experiments in this direction are now being made, for example, between the British coal industry and certain coal consuming countries. Other industries may follow a similar course. Regulated production may then take the place of regulated restriction and exchange by arrangement replace exchange by extortion.

## Chemical Industry Prospers

Diversity of Field Operates to Minimize Business Depression—Future Faced With Confidence

IN general, organization of the chemical industry, both in Europe and the United States, is highly developed and well integrated. In the United States no single organization, such as the I. G. Farbenindustrie Aktiengesellschaft and Imperial Chemical Industries, Ltd., in Germany and England respectively, dominates the whole industry. Nevertheless, each of the three major American companies, the Allied Chemical and Dye Corporation, E. I. du Pont de Nemours & Co., Inc., and the Union Carbide and Carbon Corporation, has its own distinctive field of operations within which it maintains a commanding position in the domestic market.

Since the War, efforts have been made by most industrial nations, to strengthen domestic chemical industries and to reduce national dependence upon outside sources of supply. At the same time a parallel, but by no means contrary, development is to be noted favoring international interdependence in the chemical industry. Thus, most of the leading American companies already operate factories in Europe, if not for the production of basic chemicals, at least for the manufacture of related products. In addition, they have affiliations, of one kind or another, with the leading European organizations.

The du Pont Company, for instance, owns a number of factories in different European countries and, through large holdings in Canadian Industries, Ltd., has affiliations with the powerful British corporation, Imperial Chemical Industries. Allied Chemical and Dye, Union Carbide and Carbon and other American companies either own foreign factories or have important affiliations with foreign producers. Similarly, of course, the German I. G., the British I.C.I., and other foreign concerns either own plants in the United States or have affiliations with American corporations.

This increase in the international interdependence of the chemical industry is natural and fitting, says The Index, published by the New York Trust Company. The basis of the chemical industry, after all, is chemistry. And chemistry, as a science, knows no national boundaries. Without the research, the discoveries, the technical and economic methods originated abroad, the American chemical industry would not have progressed so rapidly as it has done. A similar consideration, of course, applies to the chemical industries of other lands.

With its greatly increased production and immense potentialities, is the chemical industry in danger of over-production? In this regard, generally, no serious problems are being expected. While the very nature of the chemical industry lends itself to over-production unless controlled, the continuous and revolutionizing changes within the industry favor the large units capable of maintaining costly research departments. As a re-

sult of the amalgamations consummated in recent years, the possibilities for stabilizing production are enhanced.

Indeed, chemistry is not only a maker, but frequently a breaker of industries. It is ever discovering new materials to work upon, new products to derive from them and new and cheaper processes. Thus it is in the nature of the chemical industry not only to bring about competition with outside industries but also to develop keen competition within itself, as various chemicals are being derived from different materials and by new processes.

The problems which result, however, are largely problems of adaptation and, hitherto, the chemical industry has certainly not lacked the quality of adaptability.

As a whole it has enjoyed remarkable prosperity. Its earning records since the depression of 1921 have been excellent. During the period from 1923 to 1927, the profits of fourteen U. S. chemical companies increased at the average rate of 12.3 per cent per year, according to figures collected by the Federal Reserve Bank of New York. This is well above the average increase of 9 per cent per year shown by 381 industrial corporations during the same period. In 1928 and 1929 new records were again established. Earnings and production both increased and there was considerable expansion of plants. The profits of twenty-two leading companies in 1929 were 15 per cent above those of the preceding year.

As these figures refer to past years, some qualification with regard to the present period may be in order. During the current year there has been a recession in various lines such as industrial chemicals, dyestuffs, etc. The decline in prices for agricultural products may cause farmers to contract their orders for fertilizer and related materials in the coming season. By that time, on the other hand, industrial requirements may have again increased.

However, on account of its wide diversification the chemical industry enjoys every advantage for the balancing of operations. Prices and earnings this year have in several instances been lower than in the corresponding months of 1929, but the chemical industry, as a whole, to quote Standard Statistics' Service, "is one of the few domestic trades which is not being severely affected by the curtailed rate of general business activity."

With its huge capital resources, its virtually unlimited supply of raw materials, its generous appropriations for research, its high degree of organization, its resourceful and highly skilled personnel, its immense markets, its abundant capacity to expand foreign sales and the valuable aid it receives from governmental agencies, the chemical industry has every reason for confidence in facing the future.



## A Public Utility Bond

Sales of electrical energy by National Light & Power Co., Limited, in the first eight months of this year show an increase over the corresponding period of last year of 23 per cent., as follows:

January 14.06%	May 36.20%
February 12.77%	June 24.21%
March 14.81%	July 32.58%
April 32.40%	August 19.93%

We recommend the purchase of the 6% First Mortgage Sinking Fund Gold Bonds of National Light & Power Co., Limited, due Nov. 1, 1949, at

A Price of 100 and interest, to yield 6 per cent.

The bonds are a legal investment for Canadian life insurance companies.

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We have recently published a reference book which gives concise information on over fifty of the more important Canadian companies, such as Bell Telephone, Canadian Pacific Ry., Montreal Power, McColl-Frontenac Oil, Price Bros., Shawinigan and Steel of Canada.

A copy will be sent upon request.

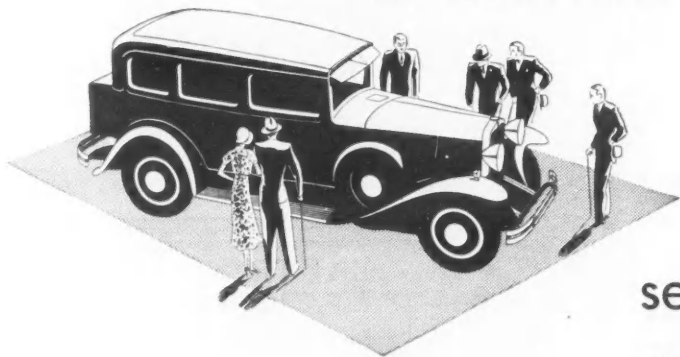
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The annual premium at age 30 for \$10,000 is \$152.50. Rates at other ages and for other amounts will be gladly furnished on request.

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## De Forest Crosley Radio Co. LIMITED

### DIVIDEND NOTICE

Notice is hereby given that a dividend of Twenty Cents (20c) per share has been declared on the outstanding shares of the capital stock of De Forest Crosley Radio Company Limited, payable on the first day of November, 1930, to shareholders of record on the fifteenth day of October, 1930. By Order of the Board, J. W. PEART, Secretary-Treasurer.

DATED at Toronto, this 10th day of October, 1930.

## Penmans Limited

### Dividend Notice.

NOTICE is hereby given that the following Dividends have been declared for the quarter ending the 31st day of October, 1930. On the Preferred Stock, one and one-half per cent. (1½%), payable on the 1st day of November to Shareholders of record of the 21st day of October, 1930. On the Common Stock, One Dollar (\$1.00) per share, payable on the 15th day of November to Shareholders of record of the 5th day of November, 1930. By order of the Board, C. B. ROBINSON, Secretary-Treasurer.

Montreal, Que., 29th September, 1930.

### DIVIDEND NOTICE

## TRAYMORE LIMITED

### Preference Dividend No. 14.

Notice is hereby given that a dividend of one and three quarters per cent for the quarter ending the 30th day of September, 1930, being at the rate of seven per cent per annum, has been declared on the Preference Stock of the Company. The above dividend is payable on and after the 15th day of October, 1930, to shareholders of record at the close of business on the 8th day of October, 1930.

By order of the Board,

E. J. SWIFT,  
Secretary.

Toronto 2, October 1, 1930.

## Waterloo Manufacturing Company Limited

### Dividend Notice

The regular quarterly dividend of 25c per share has been declared on the Class 'A' shares of the Company, payable November 1st, 1930, to shareholders of record as of the close of business October 15th, 1930. By Order of the Board, A. M. SNIDER, Secretary.



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FIRE — CASUALTY  
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Associated System holders of registered securities are distributed throughout the 48 States and 23 other countries. The growth in numbers is an expression of widespread confidence.

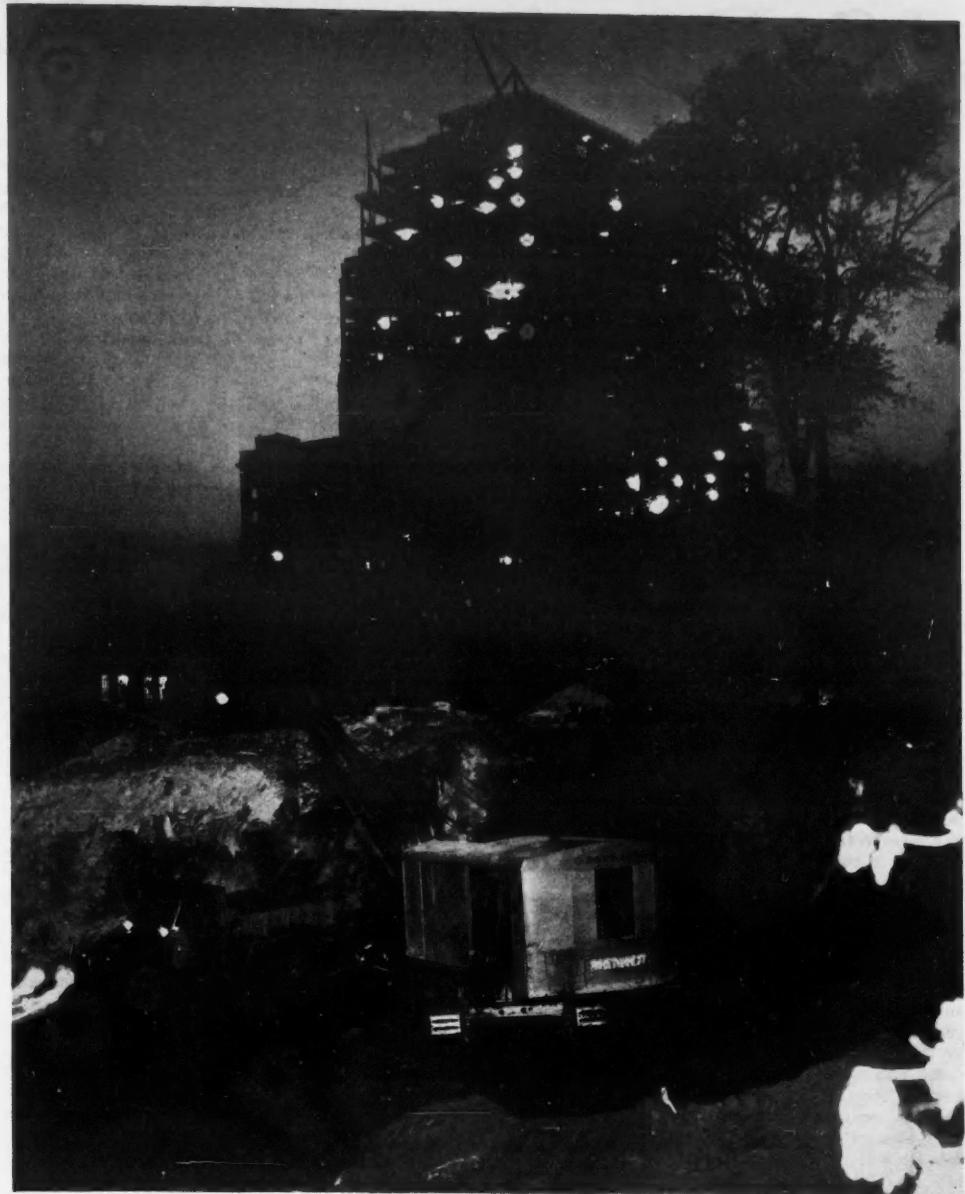
Number of Investors	
1925	41,000
1927	56,537
1928	66,263
1929	100,159
1930 Sept. 5	211,570

We recommend for investment now Associated Gas and Electric Company 5% Gold Debenture Bonds, due 1968—above-average in security and yield, below average in price. Present yield about 5 1/2%.

These bonds enjoy an active market.

Public Utility Investing Corp.  
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Kindly send me Circular J-66

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Working night and day to relieve the pressure of unemployment in Canada's metropolis, steam and gasoline shovels used in the excavation of the site of the \$50,000,000 terminals of the Canadian National Railways, drive through twenty-hour shifts with the aid of night of powerful search lights. The site of the main passenger station, where these shovels are shown at work, is in the heart of Montreal's theatre and shopping district, and in this terminal, when completed, all Canadian National transcontinental, local and rapid transit trains will be concentrated, all trains operating with electrified power within the city area. The Canadian National terminal plans, approved by Parliament with an estimated cost of \$50,000,000.00 provide the final link in co-ordinating Canada's publicly-owned transportation facilities on the Island of Montreal, and work on them is being rushed in order to provide employment for as many men as possible during the present stress. In the background may be seen the new Sun Life Assurance Company of Canada, one of the Dominion's finest office buildings, also under construction.

## How Business Cycles Operate

### The Four Phases of the Cyclical Movement—Certain Fundamental Factors Characterize Each Phase

TWO important questions are uppermost in the minds of most people at the present time. These are "Is business recovering?" And "Are commitments in selected common stocks warranted?" To give a satisfactory answer to these questions one must realize that the subjects are closely interrelated, that broad movements in security prices are dependent on the trends of business activity.

A most important fact which is often disregarded is that security prices do not wait until business is actually on the road to recovery but begin to discount in rising prices the anticipated improvement before the latter is clearly apparent. It becomes necessary, then, closely to analyze the present situation in an endeavor to determine what phase of the business cycle we are in at this time.

Cyclical movements in business fall into four main phases: Period of Prosperity; Crisis, or Liquidation Period; Period of Depression, and Period of Recovery, says Ralph E. Bach in The Financial World, New York. Over a long period of time certain fundamental factors have characterized each separate phase, and in order to arrive at an approximation of the present phase of the business cycle it is necessary to have an understanding of the economic forces which have been operative in past phases.

The danger to the investor lies not in the acceptance of the broad principle that common stock prices move in direct relation to the swings of the business cycle but in incorrectly interpreting what lies ahead.

The ill-fated spring rise in stock prices is an example of allowing hope to take the place of cold analytical reasoning. While it is true that the rise was predicated on some gain in business activity, the latter was only a temporary arrestment of the declining trend.

No two business cycles are exactly alike as to constitution, intensity, or duration. In spite of this fact all have many characteristics in common. Each one is commonly composed of a complete price movement, consisting of an upward swing followed by a downward swing and recovery.

The upward swing is attended with increasing profits, increasing volume of production, rising wages, expansion of credit, and other changes common to all periods of rising prices. All such periods have been followed by periods

of falling prices. All periods of great price declines have been attended with the elimination of profits, business failures, curtailment of production, deflation of credit, and then by a readjustment of prices to a higher level.

Periods of prosperity are marked by rising prices, and the prospects for profits rapidly improve. The movement is cumulative, confidence is at high levels, and large expansion programs are launched. The replacement of worn out and obsolete capital equipment and the venturing into new industries are more common. As a result the demand for raw materials and producers' goods expands more rapidly than the demand for consumers' goods.

New securities flood the market to raise the funds for expansion purposes. Wages rise and employment increases, with the resultant increase in purchasing power. Increasing demand for consumers' goods follows and prices rise. Stock prices are rising and eventually interest rates begin to advance. The primary cause for the latter is the increasing demands placed on the banks for funds to be used in expanding business activity and security purchases.

The major advance in interest rates starting from this point inaugurates a period of decline in the bond market, at which juncture the period of prosperity may be considered as established.

The stock market continues to advance and public participation becomes widespread. Borrowings increase and money becomes tight. Volume of output reaches a maximum, labor becomes less efficient while wages rise almost as fast as prices. The cost of production increases faster than prices, resulting in declining profit margins. Stocks of goods accumulate but speculative activity continues to boost prices. Interest rates are very high and manufacturers curtail expansion because of smaller prospective profits.

The cycle is now entering the Crisis or Liquidation phase. Liquidation in commodities starts, and markets become unsettled. The expectation of a shrinkage in trade encourages cancellations and price-cutting sets in. Stock prices have generally begun to decline before it is apparent that the peak of prosperity is reached. For a few

months intensive liquidation is the order of the day in both security markets and commodities, merging into the Period of Depression.

The Depression Phase is marked by low security prices as well as by a small volume of speculation and declining interest rates, due in part to contraction of business and increasing bank reserves. The general level of prices continues to decline, the volume of trade continues small, and some industries operate on part time.

Sharp curtailment of credit demands results in the accumulation of large idle funds in the banks of the country. Naturally, excess funds and low interest rates stimulate the demand for high grade bonds whose prices have declined during the previous period of high money rates.

During this period costs of production are decreased, and a gradual reduction of surplus goods takes place by reason of production having been cut below consumptive requirements. As shortages develop in certain lines, prices begin to advance.

The inauguration of the Recovery Phase of the cycle has usually dated from the beginning of the advance in



JEAN TILLIER, B.A., K.L.H.

Newly appointed General Director of the French Line Steamship Company for the United States and Canada, succeeding Mr. Pierre de Mailleval, who has been promoted as Associate General Director of the Company in Paris. Mr. Jean Tillier is not yet 34 years of age and is one of the youngest men ever to hold such an important position in the shipping world. He highly distinguished himself during the war, being knighted by the Legion of Honor.

## WINDBREAKERS



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At  
\$10

Others at  
8.95 to \$30

No matter what game's in season these sturdy, dark brown leather Windbreakers will keep you warm from late Fall winds. Rich brown velour linings, raglan sleeve style, dome fasteners and knitted bottoms. Sizes 36 to 46.

And that grey flannel shirt with the warm collar attached to go underneath. Sizes 14 to 17, at 1.95. Others at 2.50 to 3.50.

The Store for Men  
Street Floor

THE SIMPSON COMPANY LIMITED

## LAKE OF THE WOODS MILLING CO.

LIMITED

And Its Subsidiary Companies

### COMBINED BALANCED SHEET AS AT 31st AUGUST, 1930

The report presented to the shareholders at the Annual Meeting held at the Head Office of the Company, Montreal, on Wednesday, October 1st, reflects the general decline in business over the past twelve months. Considerable improvement, however, has been noted recently in export business and for the first month, September, of the Company's fiscal year, it is expected that dividends accruing during that month will be fully earned.

The statement shows:

SURPLUS as at 31st August, 1929	\$1,000,517.73
PROFITS after deducting all expenses of operations	188,412.77
	<b>\$1,188,930.50</b>

LESS:

Dividends Preferred Stock for year \$105,000.00	
Dividends Common Stock for year. 471,569.60	
Interest on payment on new stock.	910.26

Written off property:

Lake of the Woods Milling Co., Ltd.	60,000.00
Subsidiary Companies	15,000.00
	<b>\$ 652,479.86</b>
SURPLUS	536,450.64
RESERVE ACCOUNT	1,650,000.00
CONTINGENT RESERVE	350,000.00
ASSETS	<b>14,915,051.46</b>

bond prices. The last few months have witnessed an acceleration in the demand for high grade bonds which has resulted in bond prices reaching the highest levels since 1928. There is now evidence that the advance in bonds is broadening out into the medium grade issues.

In the past certain very definite factors have been the forerunners of the recovery phase of the business cycle. The banking situation has been very favorable for business, bank loans and discounts small, and reserves high. Interest rates are low and loans comparatively easy to secure. All of these factors are present now. The overflow of funds next finds reflection in an increasing demand for sound income producing common stocks whose dividends are protected by an ample margin. Business confidence gains and industrial output increases, particularly as a result of the previous liquidation which has depleted stocks of goods in the hands of dealers.

Industrial output began to decline in June, 1929, and the process of bringing production and consumption into a state of equilibrium has been under way for 15 months. Indications are coming to hand which give cause for the belief that the point is being rapidly approached where shortages in various lines must inevitably stimulate productive activity. This point will not be reached simultaneously in all lines, and consequently the general industrial situation may present a spotted picture over the coming months. Recovery is a slow process and corrective forces must run their course.

If it can be reasonably assumed, then, that we are in the Recovery Phase of the cycle there is no question but that commitments in well selected equity issues are warranted. It is impossible to predict the exact turning points in either business or security prices, but if the situation is viewed in its longer term aspects, it is possible to face the future with confidence in the expectation that substantial profits will accrue to the foresighted investor who predicates his investment policy on the major swings of the business cycle.

### Current Quotations on Unlisted Stocks

(Supplied by A. J. Pattison Jr. & Co., Ltd.)

INDUSTRIAL STOCKS		BID	ASK
B.C. Pulp & Paper Pfd.		\$64.00	\$70.00
Burns Pfd. Bonus 25% Com.		55.00	
Canada Machinery Pfd.		30.00	36.00
Canada Packers 7% Pfd.		98.00	101.00
Canada Wire & Cable Pfd.		101.00	
W.W. Pfd.		101.00	
Can. Industries Pfd.		117.00	123.00
Canadian Westinghouse		88.50	93.00
Dominion Alloy Steel Pfd.		1.00	2.00
Dom. Foundries & Steel Pfd.		66.00	75.00
Dunlop Tire 7% Pfd.		101.50	
Eastern Dairies Pfd.		95.50	100.50
General Steel Wares Pfd.		77.00	
Goderich Elev. & Transit		15.50	17.50
Greening Wire 7% Pfd.		98.50	
Internat. Proprietaries "A"		31.00	25.00
King Edward Hotel "A" 8%		40.00	46.00
Inter-City Baking Com.		70.00	
Mansey Harris Pfd.		38.50	42.00
Mount Royal Hotel 6% Pfd.		38.50	
National Grocers 2nd Pfd.		47.00	
Price Bros. Pfd.		100.00	
Provincial Paper Pfd.		85.00	91.00
Rogers Majestic Radio		14.00	17.00
Simpsons, Robt. 6% Pfd.		105.00	108.00
Standard Fuel Pfd. bonus		83.00	89.00
Superior "B" Pfd.		17.00	21.00
Toronto Elevator Pfd.		85.00	90.00
United Amusement "A"		29.00	34.00
Western Grain Pfd. bonus		85.00	
Willards Chocolates Pfd.		69.00	74.00



# Have an extra

## \$1,500 to \$4,000

By Saving \$9.75 per Month



Offices in  
TORONTO  
REGINA  
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ATLANTA  
DENVER  
SALT LAKE CITY  
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INDIANAPOLIS  
DETROIT  
BOSTON  
WASHINGTON  
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Over  
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### INVESTORS SYNDICATE

FOUNDED 1894

LIMITED, NORTHERN ONTARIO BUILDING, TORONTO  
BRANCHES IN  
VANCOUVER MONTREAL REGINA WINNIPEG EDMONTON CALGARY  
Offices in 51 principal cities

SET ASIDE 32 cents a day to make an investment of \$9.75 each month.

Under the Investors Syndicate Plan this regular, continued investment of "small change" returns you \$1,500 cash in exactly 120 months; or \$2,600 in 180 months; or \$4,000 in 240 months.

Larger payments give proportionate results. Interesting booklet fully explains Plan and ultra-conservative security. Use the coupon below.

INVESTORS SYNDICATE.  
Send free explanatory booklet entitled "Enjoy Money."  
Name.....  
Address..... TSN

# U.S. Dominance in Newsprint

(Continued from Page 45)  
any merger calculations. Nor, perhaps, would it be well to count too certainly on the inclusion of the Backus-Brooks interests therein.

But, anyhow, opinion in the industry inclines to the view that, if the merger goes through the next likely and logical step will be a further consolidation with Canadian International Paper Company. Indeed, there are those who hazard the guess that the consolidation, negotiations for which are believed to be under way, may take in Canadian International right away, instead of "making two bites of one cherry." How formidable a set-up this would be may be judged from the fact that, out of a total Canadian rated newsprint production capacity of 11,700 tons per day, Canada Power has some 2,500 tons, Abitibi about 2,000 tons, International Quebec mills about 1,180 tons and its New Brunswick mills 750 tons, which last-named tonnage will be increased to 1000 tons in a very few weeks. Naturally, no one except those who are handling the negotiations looking to a consolidation really knows the facts, and they are keeping their own counsel, and no news that would afford any sure indication as to the form that it is going to take, or, indeed, as to whether one is going through at all, has been suffered to leak out. But should one come about in anything like the form that is anticipated, it looks, on the face of things, as though it would mean (among other things) a distinct tightening of the grip of United States' interests on the Canadian newsprint situation.

Whether the recent sensational happenings, centering around the Canadian Newsprint Institute and its membership will operate to hasten on the big consolidation, or whether they will have a directly contrary effect, is a question as to which there is a good deal of division of opinion. As a matter of fact, there is also considerable difference of opinion within the industry with regard to the further question as to whether any such consolidation would, or would not, contribute to put the industry on a healthier basis.

For, in truth, it is in a parlous

condition at present—more parlous, probably, than at any previous period in its history. Production capacity was never more largely in excess of consumer demand. There has never been a time when both prices and profits were more thoroughly unsatisfactory. At that, the market for newsprint is so unstable that there is no certainty that even prevailing prices, unsatisfactory as they are, can be maintained now that the attempt to control production and distribution of orders, through the Canadian Newsprint Institute has obviously broken down.

The Institute really tried to perform a task that was almost an impossible one. Its purpose was to function as a pool, curtailing production and thereby helping to relieve the critical situation resulting from excess productive capacity, and its members were expected to live up to certain conditions on which they had agreed. This might have worked out all right if all newsprint producers had been members of the Institute. But that was very far from being the case. For a very large proportion, indeed, of Canadian newsprint was completely outside its control. This meant that the Institute members, themselves rationed as to production, found that they were holding the

bag for the industry, as a whole, while their non-Institute competitors were, many of them, running their mills at a hundred per cent. capacity, or over, and walking away with their market wherever they could see half a chance to do so. Then, after some of the members had exhibited what he has described as an "unwillingness to conform to either the spirit or the terms of their membership agreement," Col. John H. Price, president of Price Brothers and Company, resigned the position of chairman of the board of governors of the Institute—a position which he had occupied since February last with conspicuous credit to himself and with the most single-minded desire to be of service to the industry.

Col. Price's resignation is generally assumed to have been precipitated by the announcement of the arrangement between Canada Power and Paper Corporation and the Hearst interests, although, in point of fact, no authoritative and explicit statement to that effect has been made. In announcing his resignation Col. Price served notice that his company would henceforth act independently, in order to protect its position. On his resignation becoming known, Mr. Ernest Rossiter, president of St. Lawrence Corporation, wrote to the Institute that he regarded Col. Price's action "as fully justified and necessary in view of the recent definite violations of the Institute agreement," adding that his company, too, would pursue an independent policy.

There is no mistaking the significance of the attitude adopted by these two executives. It is well known in the industry that the mills of Price Brothers and Company, at any rate, are better placed strategically than are many other Canadian mills, in respect of manufacturing location, power and transportation facilities and, above all, timber supplies, and it should be able to manufacture newsprint as cheaply as any concern in the country. The company has a rated production capacity of about 1,200 tons per day, while that of St. Lawrence Corporation is about 1,000 tons per day.

Now, do these happenings portend a price war? Looking over the whole situation, it is difficult to see how one is not inevitable, in the absence of the intervention of some *deus ex machina* of which there are no signs at present. It is fairly clear that the "wise guys" in the publishing end think that one is coming and also that they are likely to take the philosophic view that "It's an ill wind that blows nobody any good!"

For the various developments in the newsprint industry, some of which we have been considering, occasioned a meeting of the members of the paper committee of the American Publishers' Association in New York, on the 26th of September, as a result of which Mr. W. J. Chandler, chairman of the committee, who is also general business manager of the Scripps Howard Newspapers, sent the following advice to all members of the American Newspaper Publishers' Association: "It is the judgment of available members of the Newsprint Committee of the American Newspaper Publishers' Association that there is no occasion for haste in making commitments for requirements for 1931 and future years. The competing members may well be given time to formulate new sales and price policies."

Along the same line, but more in "Erebus vein," speaks Mr. F. J. Ker, of Hamilton, Ont., a member of the newsprint committee of the American Newspaper Publishers' Association, who thinks the recent happenings foreshadow "the utter disruption of the newsprint pool, and a price-cutting war that will shake the Canadian pulp and paper industry to its very foundations."

At any rate, "the fat is in the fire," with a vengeance. It is to be hoped that those concerned will now, at long last, look the facts of the situation in the face. It is time for the propaganda, of which the press has been so profuse, to the effect that the newsprint situation is mending, to cease. Newsprint has been in a very serious quandary for a long time now, but never in a more serious one than today. Already there are signs of a concerted attempt, in some quarters, to start the old game of bamboozling the public who are interested in the fortunes of this great industry, which has been played hob with in a manner most lamentable, to the tune of many hundreds of millions of dollars. We are being told that it is only in a superficial view that newsprint looks to be unhealthy, and that now, purged by its troubles as by fire, it is going to show what triumphs efficiency will secure.

The truth is—and the investor, unfortunately, as well as other

people, may as well face the facts with all their implications right now—the newsprint industry has been going from bad to worse. Propagandists have tried to make out that the exact opposite was the case. Prices are very poor and there is no prospect of their betterment within any reasonably early time. Consumer demand is also very poor and, at the moment, shows no prospect of any improvement—at the best it would take years to catch up with production capacity. Production capacity by the end of this year will be largely in excess of what it was at last year's end, and there is no sound reason for thinking that we have yet seen the end of mill-building, in one quarter of Canada or the other.

The industry has been too much the prey of those who are in it for the profits to be gotten from financing and refinancing rather than from the manufacture of newsprint—who are intent not so much on service and quality of product as on exploitation and stock market manipulation. It needs more paper mill engineering and less financial engineering.

## LETTERS

Financial Editor,  
Saturday Night,  
Sir:

I have read with much interest the articles appearing in your valuable paper, especially the one in a recent issue, "World Needs More Gold," by H. S. Denny, and he sure went into the matter in an intelligent way that leaves little more to be said. It would seem as though the next thing would be to get more gold, and it seems simple enough.

There are some other places in the Keewatin Area that has produced Kirkland Lake, Porcupine and Rouyn Copper-Gold Areas, and just go at it in a big way and develop these places.

It would relieve a lot of unemployment, and give the world that needed extra gold, as quoted from Mr. Denny:

"It is, therefore, possible, if not probable that beneath the obscuring blanket of superficial aggregate there may be undiscovered Witwatersands, Kalgoorlies, Porcupines, Kirkland Lakes, etc. Apart from this there are those other types of deposit in which gold is a subordinate accessory constituent and where the gangue is not as resistant as the enclosing rocks, and for the discovery of these it is clear that there is a wide field for more scientific research than has hitherto been available."

I believe instead of further scientific research or loop-the-loop, listening in, what is required is a lot of money, quite of bit of common sense with enough of preferred sense to keep track of the operation.

The area north of Kirkland Lake and east and west to Rouyn and Porcupine has at least a few places that give promise of having other camps, but would require more than ordinary prospecting capital to carry on with as in cases where shearing has made the mineralized zones softer than the surrounding rocks and consequently eroded away and formed depressions that are usually largely drift-covered, where diamond core drills could be used to prospect them to good advantage.

In the writer's opinion this area holds the greatest potential possibilities for the development of new gold camps.

Yours truly,  
RUSS CRYDERMAN,  
Sudbury, Ont.



**DIVIDEND SAFELY EARNED**  
The annual report of the Humberstone Shoe Company, Ltd., recently presented by President H. H. Knoll, shows that the \$2 dividend on the 20,000 shares was earned by a comfortable margin. Net profits amounted to \$3.05 per share as against \$1.65 last year. The company's balance sheet revealed a strong position.  
—Photo by "Who's Who in Canada"

This advertisement appears as a matter of record only

ADDITIONAL ISSUE

\$20,000,000

## The Shawinigan Water & Power Company

First Mortgage and Collateral Trust Sinking Fund Gold Bonds  
Series D, 4½%

Dated October 1, 1930

Due October 1, 1970

A banking group in the United States is offering a substantial amount of the above Bonds.

Interest April 1 and October 1. Coupon Bonds, \$1,000 and \$500 denominations, registerable as to principal only. Principal and interest payable, at holder's option, in New York City in United States gold coin, in Montreal in Canadian gold coin or in London in Pounds Sterling at \$4.86 2/3. Callable on 30 days' notice as a whole at any time, or in part on any interest date, at 103½ and interest on or before October 1, 1935, premium thereafter decreasing ½% each 5 years to 100½ and interest during the last 10 years prior to maturity.

Montreal Trust Company, Trustee

From his accompanying letter, Julian C. Smith, Esq., Vice-President, further summarizes as follows:

**BUSINESS:** The Shawinigan Water and Power Company is one of the largest producers of hydro-electric power in the world. It owns, or controls through stock ownership or through contracts with affiliated companies, water powers and hydro-electric power in the Province of Quebec aggregating over 2,000,000 h.p. Of this, 858,650 h.p. is developed and in use. Total population of territory served is approximately 2,400,000.

**SECURITY:** Total book value of properties (after depreciation) and securities covered by \$86,107,500 Bonds to be presently outstanding with the public, will be more than \$126,000,000, of which more than \$116,000,000 comprises properties on which these Bonds will be a direct first mortgage. Actual value of properties considerably exceeds book values. Total fixed assets (after depreciation) and securities owned, at book values, exceed \$153,000,000.

**EARNINGS:** Net earnings for the twelve months ended August 31, 1930, were \$9,746,085, or 2.46 times the \$3,949,838 annual interest on total funded debt to be presently outstanding with the public upon completion of present financing.

**PURPOSE OF ISSUE:** Proceeds of this issue will be used to retire the \$7,851,000 outstanding funded debt of Laurentide Power Co., Ltd., and toward cost of additions and improvements to the Company's properties during 1931, including transmission and distribution lines, and work on the new hydro-electric power development at Rapide Blanc on the Upper St. Maurice River (240,000 h.p. ultimate capacity), where 160,000 h.p. is now being installed.

PRICE ON APPLICATION

Bonds offered when, as and if issued and received by us and subject to approval of counsel. All legal matters pertaining to this issue will be passed upon for us by Messrs. Simpson, Thacher & Bartlett, of New York, and for the Company by Messrs. Lafleur, MacDougall, Macfarlane & Barclay, of Montreal. It is expected that temporary Bonds will be ready for delivery on or about October 23, 1930.

Aldred & Company  
Limited

Wood, Gundy & Company  
Limited

The Royal Bank of Canada

Bank of Montreal

The statements contained in this advertisement, while not guaranteed are based upon information and advice which we believe to be accurate and reliable.

October, 1930



## "Hedging" Is Normal Practice

Critics of Russian Action Forget That Domestic Millers Use Identical Tactics at Chicago

RECENTLY excitement has been created by reports that the Russian authorities had been selling short on the Chicago market, and sales aggregating something over 7,000,000 bushels are said to have been traced.

Everybody seems to have forgotten that only a few weeks ago charges were made in the U.S. that Canadians were selling short on the Chicago market. The truth about it all is that Chicago is the greatest hedging market for wheat in the world. Traders, dealers, millers in all countries use it to hedge their regular business transactions because it leads in volume of transactions.

It has been said, as conclusive evidence of irregularity in the Russian transactions, that it would be wholly impracticable to deliver Russian wheat in Chicago. Hedging operations on the Chicago market seldom contemplate the shipment of wheat to Chicago, but are usually covered by local purchases. A miller who has bought wheat for conversion into flour may sell an equal amount of wheat for future delivery in Chicago, but without expecting to ship wheat to Chicago.

He is protected in the manufacture of flour by the fact that if wheat declines in the meantime he probably will gain enough on the short sale to

enable him to write down the cost of the flour and so meet the terms of a competitor who has bought wheat later than himself. In other words, he is on both sides of the wheat market, safe either way it moves, and figuring simply on a manufacturing profit. When the flour is sold he buys in his hedge contract, which in effect has been a species of insurance.

Elevator companies, buying grain at scores of railroad stations, hedge their purchases by corresponding sales on the Chicago market, but they may not send any of their purchases to Chicago. They may sell the grain to mills, in different parts of this country, or may send it direct to Gulf ports or by the lakes to Buffalo and the seaboard, distributing it as they are able to do advantageously, but cancelling their hedges as they do so. Cancellation is effected by buying off-

setting contracts, sales and purchases then washing each other out in the settlements.

A buyer of wheat in Canada or Argentina, who does not yet know whether he will sell in Liverpool, Amsterdam or Genoa, may make a hedge sale on the Chicago market for protection against fluctuations until he can negotiate for the disposition of his Argentine purchases. When he has done this he will close out the hedge operation in Chicago by buying against his previous sale. He aims to eliminate the risk of fluctuations, but save a dealer's profit.

\* This is the season of the year when the Russian government is acquiring grain from its State farms or the peasant growers. It may desire to hedge its holdings promptly, as protection against a decline. It might anticipate

that reports of the movement of wheat out of Russia would affect the price.

Whatever the reason may be, hedge sales on the Chicago market in anticipation of actual distribution would be following the usual practice in the grain trade and in all commodity-trading for which exchange facilities are available. In New York City such operations are carried on daily, not only in wheat and other grains, but in cotton, sugar, coffee, cocoa, silk, hides, rubber, cottonseed, burlap and nonferrous metals. They reduce the hazards of regular dealings in these commodities and in their conversion into manufactured goods.

It should be understood that every contract is a bona fide and legal contract for delivery at a fixed date, and must be met at maturity, but obviously a contract to sell requires that unless the seller already is in position

to make the delivery he will have to acquire the commodity by the date named. Hence every such sale as the Russian government is said to have made imposes upon it the necessity of making a corresponding purchase in this country.

Every short sale requires a purchase, and although a sale and purchase of equal quantities of a given commodity at different dates may not exert precisely the same influence upon the market, there is no way of knowing in advance whether the sale or the purchase will count most heavily. Short selling like any contract engagement is an act of business judgment. Since sales and purchases are being made by many persons and form a continuous stream of business there is no reason for doubting that on the whole they practically offset and cancel each other.

# High and Clear in the Morning Sun They Find Exhilaration



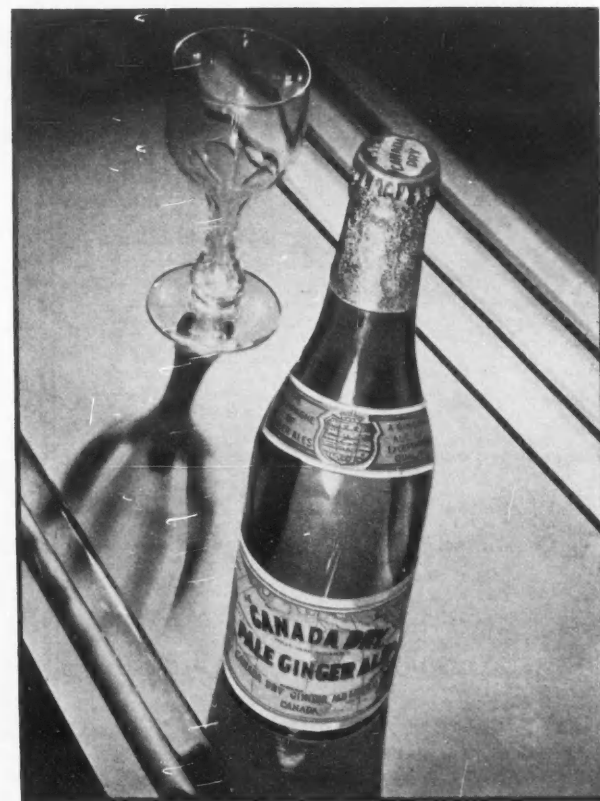
UNDER a bright and azure sky . . . the sun heating down upon them, they climb in the cool, thin air. They laugh. They are joyful. They find exhilaration.

Here are sportsmen. No wonder they drink "Canada Dry." It is the beverage of sportsmen. Keen as the air at the mountain's peak, exhilarating as exercise, it has the vigor and healthfulness that appeal to every lover of sport.

Like sportsmen, "Canada Dry" has the thoroughbred quality, basic excellence. Its very foundation is "Liquid Ginger"—which we make from selected Jamaica ginger root by a special process. This process is exclusively controlled by us and, unlike any other method, retains for "Canada Dry" all of the original aroma, flavour and natural essence of the ginger root. Rigid laboratory control assures uniformity, purity and highest quality. A special process of carbonation enables "Canada Dry" to retain its sparkle long after the bottle is opened.

As a result this fine old ginger ale has won the connoisseur's nod of approval. The fame of its matchless flavour has circled the world. From New York to Paris . . . from Cairo to Rio de Janeiro . . . wherever you may travel you will find "Canada Dry."

And in countless homes throughout this country this marvelous beverage lends distinction and gaiety to entertaining. Order "Canada Dry" today. Let it grace your table with its sparkling presence. Order it in convenient cartons of six or twelve bottles. Then, no matter what the occasion, you will always have a supply on hand.



## “CANADA DRY”

*The Champagne of Ginger Ales*

CANADA DRY GINGER ALE LIMITED  
TORONTO, EDMONTON AND MONTREAL



### PERFECTLY ADAPTED TO LOCAL CONDITIONS

The Bank of Montreal has a provincial and local organization which provides a personnel and service perfectly adapted to local conditions.

No matter how large or how small a customer's transactions may be, he will always find the service of the Bank of Montreal fully responsive to his needs.

## BANK OF MONTREAL

Established 1817

Total Assets in excess of  
\$800,000,000



No. III of a series of interest to every man thoughtful for  
his future and that of his dependents.

### Estate Building

A DEPOSIT with The Union Trust Company of say—\$73.33 each month for 5 years (with 5% interest) will give you \$5,000 in cash. Your money is safeguarded by carefully drawn legal restrictions and, in addition, payment is guaranteed by the unqualified pledge of all the Company's assets.

## Union Trust Company

Richmond and Victoria Streets, Toronto

Upon request we will be glad to send you a complete set of this series.

## MACKINNON STEEL CORPORATION LIMITED

BOARD OF DIRECTORS  
D. H. McDougall, Pres. J. L. McSweeney, Vice-Pres.  
I. B. Woodyatt John Irwin J. T. McCall  
Hon. Walter G. Mitchell, K.C. H. W. Welsh

### REPORT and STATEMENT

To the Shareholders:—

Your Directors submit the Report of the Company, together with Balance Sheet as at 31st July 1930 and Profit and Loss Account for the twelve months' period ended that date.

The Company's plant and equipment have been maintained at a high standard of efficiency and the improvements undertaken during last year have been carried to the stage where capacity for production is now substantially in excess of 1928.

The stocks of manufacturing supplies and other materials are suitable for the Company's requirements, and the inventories have been taken at conservative figures.

The Company's books have been regularly audited and the certificate of Messrs. Price, Waterhouse and Company, the Company's Auditors, appears in the Financial Statement.

The demand for the Company's products continued during the first six months of the period. During the second half of the year a marked recession in general business was followed by a substantial reduction in orders for structural steel.

Your Directors wish to express appreciation of the loyalty and efficiency of the Company's operating staff.

By order of the Board of Directors.

(Signed) D. H. McDougall, President.

September 16th, 1930.

### COMPARATIVE BALANCE SHEET July 31, 1930 and July 31, 1929

ASSETS		July 31, 1930	July 31, 1929
Current Assets:			
Inventories of Raw Materials, Supplies and Work in Progress less Reserve	\$	67,562.25	\$129,298.52
Accounts Receivable		169,157.35	152,369.90
Cash on hand and on deposit		136,952.50	65,988.76
		\$373,672.10	\$347,657.18
Prepaid Taxes and Unexpired Insurance		3,087.82	2,142.67
Property Assets:			
Land, Buildings, Plant and Machinery		468,061.28	457,099.75
		\$844,821.20	\$806,899.60
LIABILITIES			
Current Liabilities:			
Bills Payable—Steel Acceptances	\$	30,749.79	\$ 37,794.83
Accounts Payable including Reserve for Income Tax		27,660.94	43,509.85
		\$ 58,410.73	\$ 81,304.68
Reserve for Depreciation		42,000.00	18,000.00
Preferred Stock Sinking Fund		4,346.87	
7% Cumulative Redeemable Convertible Sinking Fund First Preferred Stock			
Authorized—10,000 Shares of \$100.00 each.		600,000.00	600,000.00
Issued — 6,000 Shares of \$100.00 each.			
Common Stock and Surplus:			
Surplus Balance October 20, 1928, the date of commencement of Operations		77,247.61	77,247.61
Profit and Loss, Balance as per statement attached		62,815.99	30,347.31
		\$140,063.60	\$107,594.92
Represented by 12,000 Common Shares without nominal or par value out of a total authorized issue of 40,000 shares.			
NOTE—12,000 of the unissued shares are reserved for conversion of the outstanding Preferred Stock		\$844,821.20	\$806,899.60

D. H. McDougall, Director.  
J. L. McSweeney, Director.

### AUDITORS' CERTIFICATE

Audited and verified in accordance with our report dated September 18, 1930.  
PRICE, WATERHOUSE & CO.  
Auditors.

### COMPARATIVE STATEMENT OF PROFIT AND LOSS for the Period from October 20, 1928 to July 31, 1929 and for the Year Ended July 31, 1930.

	To July 31, 1929	Year ended July 31, 1930
Balance of Profits from operations after deduction of Income Tax	(a) \$79,847.31	(b) \$102,815.55
Deduct:		
Depreciation on Plant, Machinery, etc.	18,000.00	24,000.00
	\$ 61,847.31	\$ 78,815.55
Dividends paid on Preferred Stock to August 1, 1930	31,500.00	42,000.00
	\$ 30,347.31	\$ 36,815.55
Deduct:		
Preferred Stock Sinking Fund		4,346.87
	\$ 30,347.31	\$ 32,468.68
Balance carried forward		\$ 62,815.99

(a) After making provision for an Inventory Reserve and writing off organization expenses.  
(b) After deduction of operating Reserve.



### ENJOYS SUCCESSFUL YEAR

Preliminary reports indicate that the Brantford Cordage Company, Ltd., of which C. L. Messecar is President, will show a considerable improvement in position during the year ended August 31. During the year the company found a materially larger market for binder twine in the United States. It is expected that the company will show a strong cash balance, despite the fact that the process of redeeming first preferred stock was carried on extensively during the year.

—Photo by "Who's Who in Canada".

## Pessimism Is Real Menace

Disappointment Due to Absence of Fall Upturn  
Should Not Becloud Real Signs of Business  
Recovery

THE month of September witnessed some improvement in business which was rather pronounced in some lines, but taking the situation as a whole the gains have been too uneven and have failed to touch too many important industries to carry conviction as to the permanency of the up-trend. At this time of year the seasonal increase in the demand for goods would naturally impart a stimulus to trade and industry, hence the real measure of progress must be judged only after making allowance for these influences. When this is done, says the National City Bank, it must be admitted that the showing for Fall business so far has not been very encouraging.

Announcement by the American Federation of Labor of a decrease in unemployment among its membership from 22 per cent. in August to 21 per cent. in September indicated a trend in the right direction, though the gain could not be called particularly impressive in view of the large numbers out of work. Car loading of merchandise and miscellaneous freight on the railways has shown a seasonal increase since the middle of August, and some satisfaction is derived from the fact that the unfavorable spread as compared with a year ago is no longer increasing.

Nevertheless, total loadings for this classification in the four weeks ended September 13 were 15 per cent. under last year and the lowest for any like period since 1923. Seasonal expansion of commercial borrowing at banks and money in circulation, usually expected at this time, has been very moderate, and evidences of continuing readjustment in wages and basic commodity prices have served to strengthen the feelings of pessimism.

To business men who, throughout the difficult times of the Spring and Summer, have been looking forward to the Fall months to mark the commencement of business revival, the failure of September to develop a conclusive upward trend has been a keen disappointment. As usual, this feeling has been reflected in the stock market, which showed a firmer tendency in the latter part of August on hopes of better business, but which lately has been subjected to renewed liquidation of an urgent character, carrying prices of many stocks down to new low levels for the year.

That the prospect of a possible deferment of any substantial improvement in business until next year should have a depressing psychological influence is inevitable, but this is no reason for a loss of perspective on current developments. In times like the present the public is in a highly nervous state and easily misled by fantastic rumors.

Just as a year ago the mood was to exaggerate every favorable item of news and ignore unfavorable symptoms, so now the pendulum has swung the other way, and bad news is played up and good news thrust in the background. Repeated instances during the past month of panicky reactions to absurd alarms have given evidence of the extent to which the public has abandoned sound thinking and given itself over to hysterical imaginings.

None of which is to imply any desire to minimize the seriousness of the obstacles to business revival, but

simply to point out that it is possible to magnify the difficulties out of all due proportion. We do not agree with those who contend that the present depression is largely psychological, says the bank, and that liberal doses of "sunshine" talk are all that is needed to restore us to the road to prosperity. We recognize that the depression is caused by serious and fundamental maladjustments, yet in its essentials it does not differ greatly from the depressions of the past.

These phenomena of recurring crises have been the subject of study for many years, and while it is true that no two depressions are precisely alike the general characteristics are fairly well understood. At the levels touched during July and August, composite indexes of business such as those computed by Standard Statistics, Brookmire, and the Federal Reserve Bank of New York equalled practically the bottom levels of 1921, warranting the assumption that the decline must have nearly, if not entirely, run its course.

## India As An Empire Unit

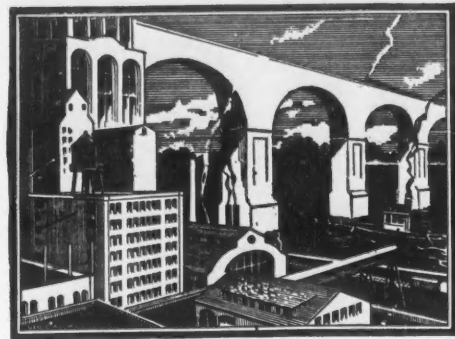
(Continued from Page 47)

the biggest iron and steel concern in Bengal was due mainly to a great Bengali, Sir Rajendra Nath Mukerjee, working with and trusted by European colleagues, and that the Tata Iron and Steel Works were due entirely to the initiative of a great Parsee, Sir Jamsetji Tata, and that European and Indian technicians and engineers are working happily side by side at Jamshapur on terms of complete equality. There was nothing in 1900 even to suggest that such things would be accomplished every-day facts in 1930.

I want to bring out a further point in regard to these economic events. These changes are the deliberate outcome of the policy of the Government of India since the days of Lord Curzon's Vice-royalty. They have often been represented as being unpalatable to British opinion, and there is no doubt that particular interests in the mother country have not infrequently looked askance on the development in India of industries which threaten the exports of the corresponding products of Great Britain. What has happened in regard to India is exactly parallel to what has happened in regard to the Dominions. The habit of regarding the rest of the Empire as concerned mainly in producing raw materials and foodstuffs with which to pay for manufactured goods exported from Britain dies hard, and this is especially true of the British attitude to India, which is and must remain predominantly an agricultural country.

Indeed, it is necessary in the interests of the vast mass of her peoples that no pains should be spared in fostering and improving her agricultural production. Side by side with the industrial developments of the past thirty years, increasing attention has been paid to scientific research, pure and applied, in the field of agriculture. But in India, as in the United Kingdom, the problem of making the products of research acceptable to and accepted by the farmer is an intractable one.

## For Dependable Income



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